

**HOW TO BRING  
YOUR  
UNITED WAY  
CAMPAIGN  
TO LIFE.**

**EMPLOYEE CAMPAIGN COORDINATOR  
SPECIAL EVENT GUIDE.**



United Way  
of Racine County

<b>3</b>	<b>Introduction</b>	
<b>4</b>	<b>Themes</b>	
<b>5 - 6</b>	<b>Kickoff Ideas</b>	
	Casual Day	
	Chocolate Kickoff Rally	
	Horse Race	
	Live United Bingo	
	Pot Luck Lunch	
	Scavenger Hunt	
	Survivor	
	Trivia	
	Volunteer Event	
	Who Wants to be a Millionaire?	
	<b>Fundraisers</b>	
<b>7</b>	<b>Airplane Toss Auction Baby Picture Contest Bake Sale Balloon Pop Luck Barbeque Candy Grams</b>	<b>9</b> <b>Get out of Jail for a Fee Indoor Mini-Golf Media Sale Penny Wars Pie Toss Pumpkin Carving Contest Racine Idol</b>
<b>8</b>	<b>Casino Night or Poker Tournament Chili Lunch or Cook-off Coffee or Bakery Cart Email Bingo Employee Talent Show Executive Car Wash Games (Carnival Style)</b>	<b>10</b> <b>Raffle Tickets Something-a-Thon Tacky Toilet</b>
<b>11</b>		<b>Crazy Olympics Pentathlon Radio-controlled Car Race Sausage Race Stretcher Race Tricycle Race</b>
<b>12</b>	<b>Thank You Events and Ideas</b>	
	Ice Cream Social	
	Pancake Breakfast	
	Wall of Fame	
<b>13</b>	<b>More Fun Ideas</b>	
<b>14</b>	<b>Low or No Cost Prizes and Incentives</b>	

Special events can be a fun component of your United Way workplace campaign. They can raise funds, create awareness, motivate, promote team spirit and set the stage for your employee campaign.

Quality is more important than quantity. Select events with a proven track record that involve as many employees as possible and will be cost effective in terms of time and energy. Hold special events year round. It is an easy way to raise funds and spread out the stress of packing many events into a single week. Special events are also a great way to increase United Way visibility.

## Things to think about:

Before choosing an event for your campaign, ask yourself the following questions...

- **What do you hope to accomplish with this event?** Do you want to raise money, increase United Way awareness or boost employee morale? Some events are great fundraisers but poor as morale boosters.
- **Has a similar event been held at your organization before?** If so, you should determine how successful it was. If it wasn't successful, was it due to poor planning or a general lack of interest? You can learn from past mistakes and successes.
- **How much time will you need to organize this event?** Consider the time commitment the event will consume. If you are the chair of your organization's United Way campaign, you may be too busy planning the employee campaign to run a special event. In this case, recruit someone who is resourceful, creative and able to plan a special event. Encourage senior management to be visible and participate in the promotion of the event and the actual event.
- **What are your resources?** Before committing to an event, you need to think about the resources you have on hand. Is there someone on your committee who has helped organize this type of event before? Does a committee member know a local business owner that might donate prizes? Consider the tangible and intangible assets available. United Way of Racine County's Speakers' Bureau is a resource you may wish to access for your event. Recipients of services, agency staff and volunteers are available to speak about the positive impact that dollars raised for United Way have on people's lives. It's easy to request a speaker – just call your Loaned Employee.
- **What is your budget?** Plan a budget and stick to it. Include staff time, supplies, planning, food and facility expenses when determining the full cost of an event. You can decrease costs by soliciting donations of supplies, services and facilities. Compare the estimated cost of the event to the amount of money you expect to raise. You need to make sure the event is financially viable if the main objective of the event is to raise funds.
- **Do you have a back-up plan?** It's always a good idea to come up with some alternate ideas in case an event proves impossible. You may also need a contingency plan if your event is to be held outdoors.

## Other Ideas:

- Health and wellness
- Mission possible
- Teaming up for tomorrow
- LIVE UNITED
- Give for the gold
- Be a superhero
- Get in the Game
- Lights! Camera! Action!
- Are you smarter than...?
- Teaming up for our community
- Paint a better future
- Make a world of difference
- Expressions of hope
- Dare to care
- Fear Factor
- Sports
- Ethnic
- Tropical
- Outer space
- Hollywood
- Indy 500 or NASCAR
- Medieval times
- New York! New York!
- Mardi Gras
- Shoot for the stars
- Reality show
- Party in Paris
- Academy Awards/Red carpet
- Political scandal
- Mystery theme
- Olympics
- Back to school
- Christmas in September
- Pirate or nautical

## Fun theme ideas:

- LIVE UNITED. Give. Advocate. Volunteer.
- Building for our future - Hold a company wide volunteer activity. Use a tool or construction theme.
- Give United so others can Live United!
- Wii care for Racine - hold Wii game tournaments at lunchtime.
- Las Vegas - tie in the theme “What happens in Vegas...” to “What’s raised in Racine County, stays in Racine County”
- Halloween/Fall festival - Pumpkin decorating contest, guess the weight of the pumpkin, haunted house, apple bobbing, apple or pumpkin pie baking contest.
- Hawaiian - Wear Hawaiian shirts and have a luau.
- 50’s - Wear decade attire, have a sock hop or twist contest.
- 60’s - Sell headbands, tie-dyed shirts, smiley face pins
- 70’s - Have a disco. Wear your favorite polyester shirt.
- 80’s - Who has the best or biggest 80’s hair?
- Dr Seuss - “Oh, the places you’ll go”
- Wild west - Dress in cowboy hats and bandannas. Hold a chili contest. Serve BBQ’s for a kick off event. Use a cactus for a thermometer.
- Sports - hold a tailgate party. Have a playing field with players advancing towards the goal. “Go the extra yard- Give” Hold contests between Packers and Bears or Brewers and Cubs fans! Make the loser dress in gear from the other team.
- Carnival - Have putt-putt, pool table, ring toss, dunking booth.

## **Casual Day**

Cost: Low

Difficulty: Low

Purpose: Fundraiser & Increase  
United Way awareness

Casual Days are very simple to run. Get permission from management to hold Casual Days every Friday throughout your employee campaign. Charge employees \$1 or \$5 to dress casually on the designated day. Give employees a sticker to wear that says they are dressed casually in support of United Way of Racine County. Request casual day stickers from your Loaned Employee.

## **Chocolate Kickoff Rally**

Cost: Low

Difficulty: Low

Purpose: United Way awareness

Print gold paper candy bar wrappers with the employee-giving theme. Put the wrappers on chocolate candy bars and distribute at kickoff.

## **Horse Race**

Cost: Low

Difficulty: Low

Purpose: United Way awareness

Draw a mural of a racetrack and display it in a high-traffic area. Have horse cutouts representing each department. Advance horses on the track as dollars and/or participation rates increase in each department. Award prizes to all departments that meet dollar and/or participation goals.

## **Live United Bingo**

Cost: Low

Difficulty: Low

Purpose: United Way awareness

Use LIVE UNITED Bingo form on campaign toolbox ([www.unitedwayracine.org/ecc\\_toolbox.html](http://www.unitedwayracine.org/ecc_toolbox.html)). Employees complete squares by learning how others Live United. Award raffle tickets or small prizes to winner.

## **Potluck Lunch**

Cost: Low

Difficulty: Low

Purpose: Team Building

Hold a potluck luncheon one day during your campaign. Ask each staff member to contribute a dish. Have each person sign up ahead of time to ensure a mix of salads/starters, main courses, drinks and desserts. You may want to give your potluck a multicultural twist by requesting dishes from all over the world. Charge a small fee to eat.

## **Scavenger Hunt**

Cost: Low

Difficulty: Low

Purpose: Team Building & Increase  
United Way Awareness

Hold an office scavenger hunt. Split into teams (perhaps by department) and have employees search for a few items during the lunch hour. Award a prize to the winners.

## **Survivor**

Cost: Medium

Difficulty: Medium

Purpose: Team Building & Increase  
United Way Awareness

Create tribes (teams) to compete throughout your campaign for prizes. Hold luxury challenges each day where groups compete mentally or physically for a treat such as soda, candy or raffle tickets. Some suggestions for luxury challenges include the following: United Way quiz, office mini-putt game, trivia game or a scavenger hunt.

## Kickoff Ideas (continued)

### Trivia

Cost: Low

Difficulty: Low

Purpose: Team Building & Increase United Way Awareness

Ask trivia questions about United Way and United Way funded agencies at campaign meetings. You can do it in the style of Trivial Pursuit or Jeopardy. Give away prizes for correct answers.

### Volunteer Event

Cost: Low

Difficulty: Medium

Purpose: United Way awareness

Work with United Way staff to organize a volunteer event at one of our Partner Providers.

### Who Wants to be a Millionaire?

Cost: Low

Difficulty: Medium

Purpose: Increase United Way Awareness

This event is based on the television game show. This is a great way to increase United Way knowledge among staff. Instead of Who wants to be a Millionaire you could play Wheel of Fortune, Trivial Pursuit or Jeopardy. Ask your Loaned Employee for United Way trivia information.



2010 United Way Cookout at Racine Federated

## **Airplane Toss**

Cost: Low  
Difficulty: Low  
Purpose: Fundraiser

Throw paper airplanes through a hula-hoop, charge per throw. You may have to show them how to fold the airplanes, but lessons will cost. This is a great event if you have a big engineering department.

## **Auction**

Cost: Low  
Difficulty: Medium  
Purpose: Fundraiser

Ask employees to donate an item to be auctioned off. Items can include old items from home, a service (e.g., car wash) or handmade item (e.g., baked goods or crafts). Advertise your auction well in advance and combine it with a potluck lunch.

## **Baby Picture Contest**

Cost: Low  
Difficulty: Low  
Purpose: Fundraiser

Post employees' baby pictures and sponsor a contest to guess who's who. Can also be done with pictures of pets.

## **Bake Sale**

Cost: Low  
Difficulty: Medium  
Purpose: Fundraiser

Many organizations hold bake sales to raise money. Ask employees to bring in baked goods for the event. Package in individual serving sizes for a mid-day snack. Advertise well in advance of the bake sale with posters, flyers and e-mail. Don't forget to recruit volunteers to help with set-up, serving and clean up.

## **Balloon Pop**

Cost: Low to Medium  
Difficulty: Low  
Purpose: Fundraiser

Blow up balloons and place a numbered ticket in each balloon. Participants purchase balloons and pop them to win a prize. Balloons may be placed around the office to create a festive atmosphere or put balloon bouquets on a cart and take to each person's work station. Prizes could be casual day stickers, movie passes, company promotional materials or donated items.

## **Barbeque**

Cost: High  
Difficulty: High  
Purpose: Fundraiser

A barbeque is a common component of United Way campaigns. To make your barbeque successful advertise the items that will be served and sell tickets well in advance so that you can determine how many hamburgers (or hot dogs, steaks, etc.) you will need. Encourage management to cook.

## **Candy Grams**

Cost: Low  
Difficulty: Low  
Purpose: Fundraiser

It doesn't take much time to organize a candy-grams fundraiser, but it can end up raising a lot of money. Sell candy grams to employees for a small fee and deliver them on the last day of your campaign. Try to pick a treat that ties into your campaign. For example, you could use Halloween candies if there is a Halloween theme. Bulk stores sell a wide variety of shaped gummy treats.

## **Casino Night or Poker Tournament**

Cost: Medium

Difficulty: High

Purpose: Fundraiser

If your campaign is going to have gambling, sell employees tokens/chips to play the games. When they decide to cash out, have them swap the chips for prizes instead of money. Set up poker games, black jack and craps.

## **Chili Lunch or Cook-off**

Cost: Low to High

Difficulty: Medium

Purpose: Fundraiser & Team building

Invite employees to bring in a batch of their best chili, then have co-workers judge each chili based on taste, texture and fire value. Advertise in advance with posters, memos and e-mails. To help the luncheon run smoothly, sell tickets in advance. Provide rolls and salad. Charge an entrance fee and tasting fee.

## **Coffee or Bakery Cart**

Cost: Medium

Difficulty: Medium

Purpose: Fundraiser

Arrange for volunteers to bring a coffee and snack cart throughout the office one day. You should advertise in advance. Solicit donations of coffee and snacks from suppliers or ask co-workers to contribute baked goods. If you do have to purchase items, make sure you sell them at a profit.

## **Email Bingo**

Cost: Low

Difficulty: Low

Purpose: Fundraiser

Email bingo can take place all day unlike traditional bingo. Sell bingo cards to email users. Throughout the day, call out bingo numbers using email. The first email user to get bingo should then notify everyone, either through email or the phone intercom. Solicit contacts/suppliers for prize donations or use raffle tickets.

## **Employee Talent Show**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Hold a talent contest. Charge an entry fee for contestants or audience members and award prizes.

## **Executive Car Wash**

Cost: Medium

Difficulty: Medium

Purpose: Fundraiser

Ask members of the senior management team to wash cars during one lunch hour. Hold the car wash in the parking lot and charge employees \$3 or \$5 to have their cars washed.

## **Games (Carnival Style)**

Cost: Low to Medium

Difficulty: High

Purpose: Fundraiser

Set up old-fashioned carnival games such as a ring toss, fish pond and balloon dart-throw. You can purchase inexpensive prizes through Oriental Trading. Award prizes to the winners of the "games of skill".

## **Get out of Jail for a Fee**

Cost: Low

Difficulty: Medium to High

Purpose: Fundraiser

Give employees the opportunity to send other staff members to “jail” during their lunch hour or coffee break. Have someone on the campaign team act as warrant officer. Employees can purchase a warrant for the arrest of a co-worker at a cost of \$5. The warrant officer then advises the prisoner-to-be that there is a warrant for their arrest. The individual may then pay bail to avoid jail time (\$5). You may want to limit the number of times each person can be arrested!

## **Indoor Mini-Golf**

Cost: Low

Difficulty: Medium to High

Purpose: Fundraiser & Team Builder

Advertise in advance for foursomes to enter (BYOP - Bring your own Putter) and charge a flat fee for entry. Set up the mini-golf game throughout the hallways, offices, elevators, etc. Be creative and construct water traps (buckets) and sand traps (popcorn). The lowest score wins. Make it more challenging by substituting marshmallows for golf balls!

## **Media Sale**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Arrange for staff to donate used articles, such as books, DVDs, or Video games, for your media sale. Have volunteers price, sort and set up display tables.

## **Penny Wars**

Cost: Low

Difficulty: Low

Purpose: Fundraiser

This event can last the duration of your campaign. Have departments compete to collect the most pennies. For an interesting twist, you can make it so that other types of coins are worth negative points. For example, a nickel would cancel out five pennies. This allows people to “sabotage” other teams while raising more money for United Way.

## **Pie Toss**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Recruit management to help you with this carnival classic. Give employees the opportunity to toss whipped cream pies or damp sponges at willing volunteers for a dollar or two. Make sure that targets wear garbage bags to protect their clothes.

## **Pumpkin Carving Contest**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Put together a team of carvers or individuals. Set different categories for judging (most creative, scariest, funniest, etc.). Charge teams/ individuals to enter or charge people to vote for their favorite.

## **Racine Idol**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Have employees participate or cast ballot for which members of the Executive Team should participate in a talent contest. Contestants stand in front of the assembly of employees and let employees pick the best “Racine idol” by loudness of applause. Charge \$1 per vote, with proceeds going to United Way.

## Raffle Tickets

Cost: Low to High  
Difficulty: Low to High  
Purpose: Fundraiser

Solicit managers and suppliers for donations, such as a day off with pay or a gift certificate. Advertise in advance with posters or memos and position ticket booths in key areas. Rather than giving out prizes throughout the campaign, many organizations award raffle tickets instead. Prizes can be donated by staff or an outside source, some ideas have included tickets to sporting events or themed gift baskets.

## Something-a-Thon

Cost: Medium to High  
Difficulty: Medium to High  
Purpose: Fundraiser & Increase  
United Way Awareness

Walk-a-thons, Dance-a-thons, Skip-a-thons and other “Marathons” are popular events. Have participants collect pledges for your event based on the number of hours danced or miles walked.

## Tacky Toilet

Cost: Low  
Difficulty: Low  
Purpose: Fundraiser

Inspire competition between branches or departments. Put a toilet on a platform, with a plexi-glass lid with a slot under the seat. Employees must fill the bowl with change before they can pass it on to the next location. Each location must add a “tacky” decoration (such as a hula girl, etc.) to the toilet before they pass it on. Post a sign saying “Don’t flush your money away, Give to United Way” to inspire customer giving too!



2009 Tacky Toilet Contest at Employers Credit Union

## Races

### **Crazy Olympics**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Employees compete in crazy “athletic” events for silly prizes. Participants donate to enter. Observers wager bets on their favorite entrants. Examples of events: Crazy obstacle course; three-legged race, tricycle race, push an egg (not hard-boiled!) across the finish line with your chin, but don’t break it. Walk a circle track with a full glass of water on a tray using one hand, spilling as little as possible. Mini-golf using beach balls, pool cues, etc. Use your imagination!

### **Pentathlon**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser & Team Building

Schedule noon-hour events each day of the week. Some suggested events are paper airplane-throwing, wastebasket basketball, an obstacle course and a briefcase toss. Encourage interdepartmental competition and hold finals in the main lobby so that employees can cheer on their colleagues.

### **Radio-controlled Car Race**

Cost: Low

Difficulty: Low to Medium

Purpose: Fundraiser

Set up a pre-determined course/race map. Use timers to see who can run the course in the shortest time.

### **Sausage Race**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Hold a Klement’s Sausage race! Have designated employees wear the costumes and race around parking lot. Employees can bet on winners. Make it extra fun by requiring specific sausages to start behind or ahead of the pack (those under 30 step back three paces, person signing all paychecks step up four paces, etc).

### **Stretcher Race**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser & Team Building

Have different departments dress up and compete to be the fastest to carry a stretcher and “patient” across the parking lot. This event can complement a Health and Wellness campaign theme.

### **Tricycle Race**

Cost: Low

Difficulty: Medium

Purpose: Fundraiser & Team Building

Have Senior Management compete in a tricycle race around a pre-determined track. Staff can then place bets on who will win.

**DID YOU KNOW?** The most successful campaigns use more than one way to reach their employees. It is said for someone to really get a message, they need to hear it at least three times. There are a variety of ways to communicate the work of United Way through communications, events and promotions.

## **Ice Cream Social**

Cost: Medium

Difficulty: Low

Purpose: Thank you

## **Pancake Breakfast**

Cost: High

Difficulty: High

Purpose: Thank you

## **Wall of Fame**

Cost: Medium

Difficulty: Low

Purpose: Thank you

Offer employees the opportunity to build their own sundae. Have a selection of ice cream available as well as different types of toppings. Make sure that there are plenty of volunteers to supervise, assist and clean up.

Have senior management cook and serve the pancakes to staff. Negotiate with your cafeteria or a wholesale distributor for a donation or discount of supplies. Advertise well in advance with posters, letters and flyers to create awareness in both your organization and the community.

Put pictures on a wall recognizing employees who have been contributing for the most consecutive years.

Recognition is important. So is saying thank you, often. Make sure to provide United Way with your list of donors so we can also say thank you.

## **Quick and Easy Ways to say Thank You**

- Identify donors with a special button or sticker
- Incentive prize drawings
- Donor meal to thank those who gave
- Employee newsletter with names and photo of long time donors or campaign committee members
- Campaign mementos: LIVE UNITED T-shirts or items from the United Way store
- Thank you notes from CEO or Campaign Chair

## **Special treats:**

- You are a lifesaver! Give lifesaver candy with a note
- You take the cake! Give a cupcake with a thank you card
- A toast to a job well done! Fill a champagne or wine glass with jelly beans
- We appreciate our Motivated and Multi-talented volunteers! Give bag of M&Ms

## More Fun Ideas

**Wine Tasting** – Hold a wine tasting at a local restaurant or wine store. Charge for entrance and ask establishment to also donate a percentage of sales to United Way.

**Biggest Loser contest** – Incorporate health into an event and conduct a “Biggest Loser” contest. Charge a registration fee and hold weekly weigh-ins with the “Biggest loser” winning a prize and registration fee donated to United Way.

**50/50 Raffle** – Conduct a cash raffle with 50% of funds raised to winner and 50% to United Way.

**Root Beer Float Sales** – Provide root beer and ice cream and sell to employees during break or lunch. Set up tables with information about United Way funded agencies for and educational piece.

**White Elephant Sale** – Solicit employees to donate odd items or services to auction. One person’s trash is another’s treasure!

**Dress-up the Boss** – Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costume, devil costume, etc.

**Guess How Many** – Guess the number of jelly beans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.

**Chip in for United Way** – Place chocolate chip cookies on everyone’s desk to let them know about an upcoming campaign and encourage them to “chip in.”

**Recycled Goods** – Turn in recycled paper, cans, bottles, etc. and exchange them for money for the United Way.

**Buck Coupons** – Give everyone who attends campaign meetings a “buck” coupon that can be redeemed in the company cafeteria or company store.

**Buttons** – Give all who donate a button stating, “I gave to United Way.”

**Football Helmet Drive** – Use football helmets for employees to drop in loose change all week.

**Garage Sale** – Find a volunteer willing to loan garage space or use work site “after hours.” Two or three weeks before the sale, employees bring in sale items which volunteers price and sell day of event. Advertise within the company and outer community.

**Tourney Time** – Hold a broomball, softball, tee-ball, kickball, tennis, kickball or ping-pong tournament.

**Team Tees** – Design a T-shirt with your company logo joined with the United Way logo to give to contributing employees who “team up” in the United Way effort.

**Ugly Hat, Tie, Suit, Bridesmaid/Prom Dress Contest** – Employees pick a category and then display or model their entries, and other staff vote on what is truly “ugliest.” Charge a fee for each vote. Take Polaroid pictures and charge for photos taken of employees with their favorite contestant.

**Back to High School** – Employees bring high school pictures of themselves. Contest to guess the year of the photo and who it is.

**Spelling Bee** – Hold a spelling bee, charging \$5 entry fee. Galley observers place \$1 bets on their favorite participants. Present winner with a special award.

**Eating Contest** – Who can eat the most in a given amount of time – burgers, hotdogs, pie, pickles, watermelon, etc.

**International Food Day** – Employees team together to create taste treats from around the world. Employees dress in appropriate costumes. Hold the event over the lunch hour. Employees purchase tickets redeemable for food at the booths. A panel of “celebrity” judges awards prizes.

# Low or No Cost Prizes and Incentives



United Way  
of Racine County

Thinking of prizes and awards for contest winners can be difficult and expensive. Use these ideas for low or no cost incentives to award prizes to winners of campaign-related contests or to recognize outstanding efforts.

- CEO for the day
- Prime parking places
- Day or half day off with pay
- Executives serve lunch to employees
- Birthday off
- Time off to go to child's school event
- United Way promo items- shirts, cups, pens
- Company promo items- shirts, caps, coffee mugs, pens
- Computer lessons from knowledgeable employee
- Two hours off per month to volunteer at a United Way agency
- Use of co-worker's vacation home
- Sleep in late day
- Write personal thank you notes
- Volunteer to do someone else's undesirable tasks
- Name a rotating award after an outstanding employee
- Create a unique, catchy award that is an honor to receive
- Create a Wall of Fame to display pictures of loyal contributors
- Provide a free YMCA membership or passes to a fitness club
- Pass out raffle tickets which can be accumulated and redeemed for special gifts
- Do the job of the "front line" employees
- Have the CEO or senior executives write a personal note of thanks
- Match an employee's donation to United Way
- Have free refreshments in the cafeteria or break room
- Offer free popcorn every Friday (or every day)
- Managers take employees to lunch
- Department pizza day
- Award a "dinner for two"
- Tickets to sporting event
- Gift certificates
- Movie or concert tickets
- Lottery tickets
- Gas card
- Massage at local spa
- Cookie jar filled with cookies weekly
- Pay for a weekend at a bed and breakfast
- Buy your team a round of golf and let them leave early to play
- Office redecorated or cleaned
- Boat ride
- Company picnic
- Picnic basket full of goodies
- Have an executive volunteer to shave their head if the company meets it's United Way goal