

# 2021 CAMPAIGN SPECIAL EVENTS

## “RECIPE” BOOK

### Jeans Day

Shared by Sub-Zero Group

**Contact**

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**Time Commitment**

- Low
- Moderate
- High

**Virtual/In-Person/Hybrid**

- Virtual
- In-Person
- Hybrid

**Suggested Donation Amount**

\$5 dollars a day to wear Jeans.

**Donations Raised**

In 2020 we raised \$1,940

**Description**

This is a super easy, not a lot of prep time needed. Office employees can wear jeans for a donation to United Way of Dane County. We had Fridays, for a \$5 dollar donation, for each Friday that they wear jeans.

**Cost**

No cost to the company

**Resources Needed**

Nothing needed – just e-mail/post

**Instructions**

1. Select what days you want to designate. We did just Fridays.
2. Work with your payroll department to set up electronic deduction from paycheck – that works easy, or collect cash.
3. Promote the event.

**Best Practices**

Promote a lot through e-mails, posters, Intranet site, etc.

**Sample Communications**

2020 CAMPAIGN EVENTS		
Date	Event	Description
October 9th, 16th, 23rd & 30th	<a href="#">Jeans Day</a>	Office employees can wear jeans for a donation to United Way. <b>Donations will be collected electronically.</b> <b>*\$5 donation for each Friday you participate *</b>

*Go Casual For A Cause*

# JEANS DAY

For United Way

United Way  
of Dane County



**Wear Jeans on October 9, 16, 23 & 30  
for a \$5 Donation which goes directly to United way**

Whether you are in the office or working from home we encourage you to participate and donate to United Way!

**All donations will be collected virtually**

- Log into your UKG Pro account:
  - go to Menu >Myself>Giving
- Select desired donation amount
  - *each jeans day is a \$5 donation*
- The amount will be deduct3ed from an upcoming paycheck