



# CAMPAIGN Ideas

It's easy to put a little pizzazz in your campaign! Even campaigns with little time or budget can be fun for everyone. Here are a few ideas to get you started.

## INCENTIVES

### WHEN TO USE INCENTIVES

- Attending an employee meeting
- Turn in pledge card at employee meeting
- Pledging through payroll deduction
- Giving 1%
- Giving for the first time
- Increasing a pledge
- Department that completes their campaign first

### INCENTIVE IDEAS

- "Sleep in Late," "Long Lunch" or "Flee at Three" coupon
- Gift cards to restaurants, movie theater, coffee shop, car washes, oil change, event tickets, etc.
- "Preferred parking" coupon
- Autographed memorabilia
- Casual dress / jeans days
- Extra vacation day
- Cookies from the boss
- Company swag (T-shirt, mug, socks, etc.)
- Services offered by co-workers (babysitting, auto repair, golf lessons, etc.)
- Traveling trophy
- Additional raffle tickets for other campaign events

"United We Win", "Changing the game"

- Hollywood - movies, Oscars, walk of fame, red carpet
- Masquerade ball
- Mexican fiesta
- NASCAR/racing theme - "We're Driving Results"
- Power of giving / Power of one
- Reality TV - Amazing Race, American Idol
- Sports / Olympics - "Life is not a spectator sport" or "Go the distance"
- Superheroes - "Be a Community Hero"
- Tailgating / Homecoming
- Travel
- Wild West World

## SPECIAL EVENTS / ACTIVITIES

- 50/50 raffle
- Auction night
- Baby photo guessing
- Balloon-O-Grams: For \$5, send a thank you / best wishes balloon to a fellow employee with a note
- Basket raffle
- Bike-a-thon
- Book / Video sale

## THEMES

- Back to prom / Adult prom
- Back to school - "ABCs of caring"
- Beach / Hawaiian Luau
- Carnival
- Celebrate a company milestone or anniversary
- Decades (60s, 70s, 80s, etc.)
- Denim and diamonds
- Game show / Trivia / Video games - "Game on",

**MORE IDEAS ON THE BACK ►**



**United Way of the Plains**

- Book drive
- Bowling tournament
- Bring your pet to work day
- Car wash
- Carnival day
- Casino night
- Chair races
- Coat drive
- Cornhole tournament
- Costume contest
- Craft sales
- Desk drops - Daily treats with United Way facts
- Dodgeball tournament
- Family night at local attraction
- Food trucks
- Fowling tournament
- Golf tournament
- Karaoke contest
- Minute to Win It games
- Movie afternoon
- Musical bingo
- "Name that Tune" trivia contest
- Office mini-golf
- Penny wars
- Ping pong tournament
- Photo scavenger hunt
- Pumpkin carving contest
- Spirit week
- Swear jar
- Team shirts
- Tricycle race

- M&M / Jelly Bean guessing jar
- October Fest
- Picnic
- Potluck lunch
- Taco Tuesday
- Tailgate party
- Wine tasting

## THANK YOU / RECOGNITION

- Place an article in your internal publication or website thanking employees who helped plan your campaign and donated to United Way.
- Post results of your campaign on social media and recognize your staff for their support of United Way.
- Distribute cupcakes or cookies that have "Thank You" frosted on them.
- Management can say thank you to the employees by:
  - Hosting breakfast, lunch or an evening reception, either catered by a local restaurant or personally prepared by management.
  - Sending handwritten notes to donors.
  - Serving banana splits or root beer floats.
- Put thank you messages announcing your company's campaign results in your employee newsletter, through email, and on closed-circuit TV.

## SOCIAL MEDIA

Share photos and post updates about your campaign on social media. Remember to tag United Way of the Plains (@unitedwayplains).

## TASTY TREATS

- Bake sales
- Bakery cart
- BBQ cookout
- Breakfast of champions
- Candy bar / popcorn sale
- Candy-gram
- Canned food collection
- Chili cookoff
- Company cookbook - Ask employees to submit their favorite recipes and sell the completed book.
- Grilled cheese cook-off (or any easy-to-make food)
- Ice cream sundae social
- International food day
- Lunch box auction



## UNITED WAY OF THE PLAINS

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