CAMPAIGN IDEAS

It's easy to put a little pizazz in your campaign! Even campaigns with little time or budget can be fun for everyone. Here are a few ideas to have fun team building while raising funds for our community.

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

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 sale
- Book drive
- Bowling tournament
- Bring your pet to work day
- Car wash
- Carnival day
- Casino night
- Chair races
- Coat drive

MORE IDEAS ON BACK

United Way of the Plains
• 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

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

COMMUNITY SUPPORT
Contact your Associate Director of Philanthropy at (316) 267-1321 to make arrangements for these ideas and other community engagement opportunities.
• Group volunteer opportunities at local nonprofits
• On-site volunteer project at your office
• Supply drive for a local school
• Food, hygiene or coat drive for local nonprofits

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).