



Campaign Ideas

Small Budget:

BINGO

Distribute Bingo cards (search for printable bingo cards on Google) to employees (pay to play). Every day, email a Bingo number to all participants. The first one to reply with “BINGO” wins. The Bingo game continues until all prizes are distributed.

TAILGATE PARTY

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda, and other tailgating items.

CHILI COOK-OFF

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

SOUP LINE

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all! (Bring your own reusable bowl.)

FRONT ROW PARKING

Raffle front row parking spots for a year, or during the winter months.

DRESS DOWN DAY

Employees pay to not wear “normal” work attire. Contact your Donor Engagement Team member for stickers that say “I Dress This Way for United Way” and distribute to participating employees.

EXTRA DAY VACATION

Raffle off a day or ½ day of vacation.

DONUT DAYS

Get Donuts donated from a bakery every Friday, and sell them at work.

FAVORITE TEAM

Employees can pay to wear the jersey of their favorite sports team to work.

JEAN DAYS

Allow employees to wear jeans on Fridays or official days. And make sure you secure stickers and/or make signs that show employees and customers that they are.



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Campaign Ideas

NOTE DAY

Boost recognition by having employees write thank you notes for their fellow co-workers and pay to have them delivered.

PIZZA SALES

Work with a pizzeria to give you a percentage of the pizzas you sell (or donated) Take orders and deliver them. OR put pizza kits together yourself. Also can work with a wholesaler to get pizzas at a reduced price or donated is even better.

COMPANY-WIDE “GARAGE” SALE

One man’s trash is another man’s treasure. Everyone has old stuff they’d like to get rid of. Host a company-wide “garage sale’ and sell items colleagues no longer want while raising money for a great cause –United Way.

FLAMINGO INSURANCE

Company purchases 20 inexpensive flamingos (stuffed, on a stand, etc.). Employees can purchase Flamingo Insurance from HR for \$5 to insure that no flamingos can enter their office or cubicle. Employees pay \$5 to send a flamingo to an office or cubicle that does not have a Flamingo Insurance sign provided by HR. If you receive a flamingo in your office, you can pay \$2 to send it away.

INTERNATIONAL FOOD DAY

Team employees together to create taste treats from around the world. Employees decorate their booths and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. Invite a panel of “celebrity” judges to award prizes.

BALLOON POP SURPRISE

Put a prize note in each balloon (soda, jeans day, gift card, candy bar, sports tickets, etc.) Be sure to have one big prize. Place balloons in a contained area and have participants pay to pop balloons for prizes.

PIE IN THE FACE

Each Executive team member has a bucket and whosever bucket has the most amount of money gets pied in the face.

Campaign Ideas

Medium Budget

GOLD FISH RACE

Gold fish are ordered from a pet store ahead of time, picked up on racing day, and sold to employees. Employees may be asked to place orders ahead of time to determine exact Gold Fish needed.

Nets for catching fish and small plastic bags for putting individual fish in. Serve gold fish crackers and punch as a snack.

Each fish is given the opportunity to race down a gutter section (with end caps) which can be purchased from a hardware store, An example would be to have five fish in five separate gutter sections go at one time. Winners are determined by a process of elimination leading up to the final heat. First, second, and third place winners are awarded ribbons and fish bowls to take their prized fish home.

OFFICE OLYMPICS

Have a plaque, medal, or stuffed animal as an incentive for the department that wins the highest per capita giving award or raises the most money at a particular fundraiser, they will get to keep said item, until next year's campaign.

Large Budget

EXECUTIVE DUNK TANK

Pay per ball for a chance to dunk your boss or pay a higher fee to walk up and press the "dunk" button. Participants pay extra to add a bag of ice to the dunk tank water.

EMPLOYEE 5K FUN RUN

Have employees and family members participate in an informal 5k run/walk, charge a fee with all proceeds going to your campaign.

Campaign Ideas

Awareness

APPRECIATION/COMPLIMENT GRAMS

Design notes of thanks or congratulations for co-workers to buy and send to each other.

CHANGE BANDIT

A co-worker dresses as a bandit (as approved by company security.) Have them visit employees to procure spare change.

SPARE CHANGE JARS

Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a time frame.

WHITE ELEPHANT SALE

Employees donate odd items for the sale. Co-workers should have the opportunity to buy items and stipulate in whose workspace these items should be displayed. Set a time frame for which objects must stay in that location.

SPELLING BEE

Hold a spelling bee, charge an entry fee. Have galley observers place bets on their favorite participants.

ENTERTAINMENT DRIVE

Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way.

HAUNTED CUBICLE

Offer the opportunity to “lease” an empty office or cubicle space that employee teams can decorate. The final day of the campaign, have employees vote on the best cubicle space by donating to the one they like the most. You can offer a prize of a gift card (most Omaha area restaurants will donate something for a good cause), an extra day of PTO, etc. The majority of the work on your end is just the emails to announce it, and initial and final donations.

Campaign Ideas

Awareness

ROCKSTAR PARKING

When people give a specific amount, they are entered into a raffle for an up-front parking spot for a year. This really goes over well, especially with Nebraska weather!

JEANS DAYS

At United Way, we have the opportunity to buy tickets for casual days that we can “cash in” throughout the year.

RENT AN ASSISTANT

Reach out and see which of your employees would be interested in volunteering their time in 1 hour increments. Then allow employees to “rent” them for different rates to help organize their office, finish a project, etc. Suggested donations - \$25 for 30 minutes, \$50 for an hour and \$100 for a full day.

GUESS THE NUMBER

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

MASSAGE THERAPIST

A therapist, preferably one who will donate time, visits the workplace and employees sign up for time slots. Employees pay for a massage, with proceeds benefiting United Way.

SMELL THE ROSES

Have a local florist donate flowers or purchase flowers en masse. Employees buy flowers or arrangements to send to co-workers or for personal use.

CHARGE LATE FEES

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to United Way.

Campaign Ideas

Awareness

BINGO

Purchase Bingo cards and distribute to employees. Every day, email a Bingo number to all participants. The first one to reply with “BINGO” wins. The Bingo game continues until all prizes are distributed.

AVANT-GARDE ATTIRE

Employees pay to dress in their most dramatic garb to ignite creativity for the day.

GUESS THE BABY PICTURE

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

Food & Fun

LUNCH BOX AUCTION

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

BUILD YOUR OWN ICE CREAM SUNDAES

Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for employees to build their own sundaes.

NACHO/PRETZEL SALE

Sell large plates of nachos and/or soft pretzels with cheese and jalapeno peppers. Donate proceeds to United Way.

PEANUTS, GET YOUR PEANUTS!

Decorate a push cart with a sports theme. Stock the cart with individual bags of salted peanuts, chips, hot dogs, soda and all necessary condiments (ketchup, mustard, relish, onion.) Visit cubicles and sell items. This is a great way to kick off any sports season.

Campaign Ideas

Food & Fun

POTLUCK

Post a sign-up sheet for employees to bring entrees, salads and desserts to ensure a variety of food. Decorate the room with a theme. Adjust entry fees for those who bring an item.

TAILGATE PARTY

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

CHILI COOK-OFF

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

WALKING TACO SALE

Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

SOUPER TUESDAY

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all! (Bring your own reusable bowl.).

Auction & Raffle

INFORMATIVE MEETING INCENTIVES

Hold a workplace meeting and have a representative from United Way and/or an agency speaker give a presentation. Offer donuts, coffee or raffle tickets to attendees.

EXECUTIVE CHEF

Auction off dinner for two or more at the home of an executive.

Campaign Ideas

Auction & Raffle

BOX RAFFLE

Boxes are placed in highly-trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win. A winner is drawn from each box.

SILENT AUCTION

The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services. All proceeds go to United Way.

GETAWAY

Have co-workers donate time at their vacation cottages to the highest bidder.

LUNCH WITH CEO

Auction or raffle off lunch with the CEO – CEO's treat!

EXTRA DAY VACATION

Raffle/Auction off a day or ½ day of vacation.

MYSTERY PUMPKINS

Buy miniature or regular pumpkins for employees to purchase. Write numbers on the bottom of each pumpkin. Draw numbers for prizes corresponding to the numbers on the pumpkins. Pumpkins can be taken home and carved for a later Pumpkin Carving contest.

RUBBER DUCKIES

Write numbers on the bottom of rubber ducks and have prizes corresponding to those numbers. Charge participants for each time they pick up a duck.

MERCHANDISE CLEARING HOUSE

Clear out all of the extra branded company merchandise by selling them during a lunchtime "power-hour".

Campaign Ideas

Say “Thanks”!

PARTICIPATION GOALS

Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, jeans day, time off, etc.)

THANK YOU DRAWING

Collect a variety of gifts – either donated, purchased, or intangible goods like free vacation days, lunch with CEO or one year of front-row parking. To encourage employees to pledge, every contributor to United Way is entered into a drawing.

PLEDGING PARTICIPATION

The department, location, division, etc. with the highest percent participation will have the pleasure of viewing their supervisor in a funny outfit. If they choose not to wear the outfit, they have to buy pizza for their department, location, division, etc.

HAPPY HOLIDAYS TO YOUR CLIENTS

Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

Themes

UNITED WE STAND...UNITED WE GIVE

Use an All-American theme complete with apple pie tosses, picnics and red, white and blue!

1960S (OR OTHER ERA)

Dress up in “60s” garb. Sell headbands, smiley face pins, tie-dyed shirts.

WILD WEST

Employees dress in Western clothes. Use a cactus as your thermometer.



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Themes

HAWAIIAN THEME

Each person turning in a pledge card gets a plastic lei. At campaign's end, hold a Hawaiian potluck where employees wear their leis and dress Hawaiian. Have a limbo contest. Use a palm tree thermometer.

MARDI GRAS

Everyone loves a party, so why not model your campaign after the biggest party in the world – Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached.) Host a Cajun potluck.

AN HOUR OF POWER

Use a stopwatch as a thermometer. Publicize what services are provided from a one hour's pay donation.

BEACH BASH

Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite "beach wear" and then vote on the best one. Award prizes for the best outfits.

Campaign Ideas

INCENTIVES

- If designated fundraising goal is met (not known to employees), hold an unexpected early morning meeting to say thank you and surprise employees by giving them the rest of the day off
- Complimentary hotel stay and/or airline tickets
- Around-the-world dining (pack of restaurant gift certificates of different cuisines)
- Call in “well” day or “sleep in late” coupon
- Car started & windows scraped every snow day in January
- Car washed by boss or co-worker
- Casual day
- Company promotional items
- Computers – new or gently used
- “Flee @ 3” coupon
- Free meal or dessert from the employee cafeteria
- Free oil change
- Gift certificates
- Golf with the boss
- Lottery tickets
- Lunch with your manager – his/her treat!
- Tickets to local sporting events or movie passes
- Open soda and candy machines
- Pizza party
- Play or concert tickets
- Use of company car and/or reserved prime parking spaces
- Vacation day
- Office Upgrade/cleaned
- Complimentary hotel stay and/or airline tickets
- Around-the-world dining (pack of restaurant gift certificates of different cuisines)
- Breakfast for the department
- Call in “well” day or “sleep in late” coupon