

**FUN CAMPAIGN IDEAS**

It’s easy to put a little zing in your campaign! You are limited only by your creativity. Even campaigns with little time or budget can be fun for everyone. Here are a few ideas that everyone will love.

**KICKOFF/ SPECIAL EVENTS**

LIGHTS! CAMERA! ACTION! Have employees dress up as their favorite characters from movies or television shows. Incorporate a game of “guess who. “Employees can win prizes for guessing the right character. Use movie plots or famous lines for promotional flyers and e-mails to drum up excitement. Have a raffle drawing for movie tickets, DVDs and gift certificates.

SUPER HERO: Employees dress as their favorite heroes: Batman, Spiderman, Storm or Wonder Woman. Employees can donate money to “save the day.” Prizes will be awarded to heroes who “save the day.” Employees can bring in comic books, old movies and books with super heroes and win prizes for the oldest movie, DVD and comic book. Items can also be sold as a fundraiser.

“SHOW YOUR SPIRIT” DAY: One day during the campaign, encourage employees to show their school spirit by digging into their closets and pulling out their letter jackets, team jerseys and old uniforms. They may also wear their children’s jackets and jerseys. On that same day, host your United Way meetings, a potluck or some sort of special event allowing the employees to interact and share.

SOCK HOP: Invite employees to a “50s Style” kickoff. Give prizes for most authentic dress. Hang posters that show what 50 cents more per week can do for our community.

DRESS DOWN OR UP DAYS: Employees pay to wear casual clothes on a specific work day during the campaign period. Each employee that participates gets a Dress Down Days button or sticker. Variations include “Silly Hat Day”, “Sport Team Day” or “Ugly Shoes Day”.

**TASTY TREATS**

Whether you transform your campaign into a Hawaiian luau, African safari or the Australian Outback, employees are sure to have a wild and crazy time! Encourage staff and volunteers to dress the part and really participate in all the fun activities. Host a lunch with theme-related food!

TAILGATE PARTY: Create a sports theme to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda and peanuts. Play a game of flag football or video football with participants donating an entry fee.

HAVE A “GOOD NEIGHBOR” BARBEQUE: Join with other companies near your business to have a cookout with games and giveaways.

ICE CREAM SOCIAL: Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop or toppings! Award a prize or announce who ordered the most scoops!

POTLUCK LUNCH: This is a great money maker. Have everyone bring a dish for lunch and charge a small fee to eat.

BAKE SALES: Ask employees to bring their favorite cakes, cookies or breads. Even a small office can raise a lot of money with minimal effort. Sell per item or by the dozen.

**SPORTS RELATED GAMES**

For all kinds of office athletes, sporting events and competition are great ways to raise money and build stronger teams within the company!

SLAM DUNK OR BASKETBALL TOURNAMENT: Charge a fee to compete and provide a prize for the winner

TEAM SPORTS COMPETITIONS: Form teams between departments, divisions, branches or regions and get pledges for goals scored, baskets made, etc. Provide refreshment stands.

**OTHER FUN CAMPAIGN IDEAS**

• Sell raffle tickets for $1 - Have fun prizes for employees to win!

• Sell casual day coupons. Let employees wear buttons that say, “I paid to dress this way for United Way.”

• Obtain a life-size cutout of a celebrity. Sell picture-taking opportunities for $1 each.

• Hold a silent auction. Use incentive gifts, or have employees bring crafts, baked goods or other items to sell.

**INCENTIVES FOR PARTICIPATION**

• Time Off from Work

• Tickets to Games/Movies

• Company T-Shirts

• Flowers Each Month

• Casual Day

• Grocery Certificates

• Hotel Getaways

• “Leave Work Early” Passes

•Reserved/Covered Parking

• Dinner for Two

• Sleep-In Passes

• Tickets to local events

• Gift Certificates (spa, gas station, grocery store, Amazon, etc)

• Trophy for Department with Highest Participation

**REMEMBER THE BASICS** – While you and your team are planning the fun, don’t forget to incorporate the basics into your ideas.

**EDUCATE, DON’T PRESSURE** – An educated donor continues to give.

**INVITE A SPEAKER** – Call United Way to coordinate a speaker to come to your business.

**PUBLICIZE YOUR CAMPAIGN** – Use posters, brochures, banners, emails and social media to communicate!

**TAKE AN AGENCY TOUR** – This is a great way to motivate contributors and a good way for them to see agencies in their local community

**THANK** your contributors and your campaign team – send out thank you notes to people that pledge, donate and volunteer.