SIMPLE IDEAS TO MAKE YOUR WORKPLACE CAMPAIGN FUN AND IMPACTFUL

FUNDRAISING IDEAS

ADD SOME PERSONALITY

Giving your campaign a theme is a great way to generate energy and excitement. Consider one of the following or come up with your own theme:

Decade a Day: Dig out your bell-bottoms, leg-warmers, and flannel shirts. It's time to relive your high school years whatever decade you grew up in. Celebrate a different decade every day.

Mardi Gras: Recreate the biggest party in the world. Invite a jazz band to play at your kickoff event. Hold a parade down the halls of your office. Hand out beads to those who turn in pledge forms.

United We Stand, United We Give: Use an All-American theme complete with apple pie, picnics, and red, white and blue.

How the West was Won: Dust off your boots and your pearl snaps. There's no better place than West Texas for a Wild West theme.

Tropical Punch: Maybe you can't send everyone to Hawaii as an incentive to give, but you can bring the luau to you. Shaved ice, little umbrellas, and a lei for everyone who pledges.

Beach Bash: Would you rather be lying on a beach somewhere? Then, bring the beach to the office. Serve hot dogs, decorate with beach balls, and break out the sunglasses.

A Night on the Red Carpet: Give your campaign a little Hollywood glamour. Dress up as your favorite movie character. Roll out the red carpet and plant some paparazzi.
**MAKE IT A TREAT**

Offering incentives and prizes is a great way to encourage involvement. Here are a few ideas to get you started:

**Give to Win:** Enter every person who makes a pledge into a prize drawing. Consider purchasing prize items or asking for a donation - many local businesses and restaurants will donate gift cards or certificates. Also, consider drawing for extra vacation days, lunch with the CEO, a month/year of premium parking, etc.

**Give Your Fair Share:** Encourage employees to pledge their “fair share” United Way considers a Fair Share Giver to be someone who pledges 1hr of pay/month (annual salary of less than $20,000) or 1% of annual salary (annual salary of greater than $20,000). Provide special incentives for employees who pledge their fair share.

**A Little Friendly Competition:** Select a special prize for the department/division with the highest participation. Have the supervisor dress up in a funny outfit. Have a pizza or coke float party. Let the whole department/division leave an hour early.

**SPREAD THE GOOD VIBES**

Spreading a little positivity throughout your campaign can go a long way. Try some of these ideas:

**Participation Goals:** Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, casual days, time off, etc.)

**Casual Dress Day:** Let your coworkers relax by paying a certain amount to wear casual attire to work. Get as casual as possible: jeans, athletic shoes, sports apparel, hats, slipper, etc. Contact your Loaned Executive or the United Way office for stickers that say “I Dress this Way for United Way” and distribute to participants.

**Wall of Fame:** Place photos on the wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years. This is a great way to recognize your company’s Loyal Contributors (donors who have been giving to United Way for 10 years or more).

**Looking for more incentive ideas?**

**Try one of these:**

- Use frequent flyer miles for complimentary hotel stays and/or airline tickets
- Call in "well" day, "sleep-in-late", or "It’s 5-o’clock Somewhere" coupon
- Car washed by manager/supervisor
- Casual Day/Jeans Day
- Gift cards/certificates
- Lunch with the CEO
- Pizza party
- Open soda and candy machines
- Movie Tickets
- Sporting event tickets
- Theater or concert tickets
- Reserved parking space
- Coffee delivered to your desk every day for a week
- Dinner for two at a popular restaurant
- Executive lawn service (managers donate time to do lawn work at employee homes)
- United Way t-shirts and promotional items (contact the United Way office for more information)