

EMPLOYEE CAMPAIGN COORDIATOR BASICS

EVENTS AND INCENTIVES

Campaign-focused events and incentives can be the keys to generating enthusiasm and interest among employees. Here are some fun ways to bring people together to increase participation and dollars raised.

Suggestions and Ideas:

Food brings People Together! Whether you cookout or cook-off your initial campaign meeting needs to grab your employees attention and encourage them to attend.



Host a Cook-Off Fundraiser!

Ask your co-workers to bring in their favorite crockpot recipe. For a donation, employees can fill their plates and vote for their favorite dish. Bragging rights all around for the winning recipe.



A Penny Saved is a Penny Raised

Host a coin challenge - vote for your department with pennies, and subtract from others by adding dimes, nickels, and quarters!



Make it a fundraiser – with Team Sports!

Get the team on the field with a company kickball, pickleball, bowling, or bags tournament! Charge a team entry fee, boost funds by selling food or beverages, offer raffle prizes, organize a 50/50 drawing, or collecting donations from spectators cheering on the teams.

Make a Match

One of the most successful ways to grow your campaign is to offer a corporate match for employee giving. Sharing in the investment means sharing in the impact!



Containers for a Cause

Turn recycling into community impact! Place collection bins in your breakroom and encourage employees to recycle cans and bottles through your organization's Can Shed account. Direct the proceeds to United Way to support local programs. It's an easy, sustainable fundraiser that can continue year-round, not just during campaign season.



can shed
plastic · aluminum · glass

INCENTIVE IDEAS

Consider incentives for employees who:

- Make their pledge (portal or paper) on the first day, or during the kickoff event
- Give generously at the leadership level (\$1,000+)
- Donate for the first time
- Increase their previous year's donation

OTHER IDEAS

Casual dress day, VIP parking spaces, PTO days (half or full), shirts/hats/other company apparel, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community businesses, event admission passes.