

Campaign Event & Incentive Ideas

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.

Event 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 small fee, employees can fill their plates and vote for their favorite dish. Bragging rights all around for the winning recipe.



Make it a fundraiser – with Office Olympics!

Set up games like paper clip jump rope, office chair races or trashcan basketball. Allow teams to “buy” head starts and other advantages, all benefitting your campaign. Incentives reward those who participate in the campaign.



OR

Get the team on the field with a company softball or pickleball tournament! Have a team entry fee, offer food and beverages to purchase at the game for athletes and friends.

#WHYGIVE Cards Provide these cards to your team members to have them share why they give to United Way. Display the completed cards anywhere others can learn the many different reasons to give to United Way

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 or more)
- 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 vendors, event admission passes.

Healthy Competition:

A little competition can bring out the best in your co-workers and your United Way campaign