CAMPAIGN EVENT & INCENTIVE IDEAS

NO TO LOW COST FUNDRAISING IDEAS:

☐ Jeans Day
Each employee who participates or gives at a certain level is entitled to wear jeans on the day of their choice. They can earn extra days for adding on to their donation.

☐ Vacation Days (Virtual)
Through human resources or similar department, employees can have their name entered into a drawing to receive whole or half days of paid time off for giving to the United Way campaign. Allow time for approval.

☐ Parking Spaces (Virtual)
For each person who participates or gives at a certain level, their name can be put in a drawing for a prime parking space, where they can park for a week.

☐ Workplace Battle
Have offices, departments or staff teams compete against each other to see who the highest participation rate or greatest donation amount can have raised for an incentive such as a free pizza lunch, after-work mixer, gift certificates, etc. Use the United Way campaign thermometers to judge the progress of the teams and announce the winner at the campaign wrap-up meeting.

☐ Balloon or Candy Gram (Virtual)
Sell and deliver candy or balloons with attached notes between employees. Employees get affirmation and the office gets decorated with colorful balloons or people get to eat candy!

☐ Point System Competition (Virtual)
During the campaign, develop a point system to encourage participation and a friendly competition between departments. For example:

- 6-points for giving during the campaign
- 4-points for increasing gift from last year
- 3-points for donating to the food drive
- 2-points for volunteering during the campaign
- 1-point for attending a campaign event

☐ CEO Car Wash
Employees donate $5 (or other amount) to have their car washed during their lunch break by their boss. Management can donate car wash supplies.

☐ Dollar Per Inch
Employees pay to cut one inch off their favorite executive’s tie each time they give to the community. Executives participate in an all-day competition to end the day with the shortest tie.

☐ Half and Half Raffle
Employees each donate a dollar to be kept in a plastic container. Hold a drawing where the worker receives half the funds in the container and your United Way campaign receives the other half. Be sure to let your United Way rep or Sue Ross (sross@ak.org) know in advance.
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☐ Late Meeting Fee (Virtual)
Employees who arrive late for meetings pay a nominal fee of 25 or 50 cents each meeting, which goes into a jar for the campaign.

☐ Picture Match Game (Virtual)
Invite employees to try their luck matching baby and/or pet pictures of management on a PowerPoint slideshow or other display. Award the staff member with the most correct answers a fun incentive (e.g. gift certificate, gift basket, “VIP” parking, etc.). Employees can be charged $5 (or another amount) per ballot.

☐ Silent Auction (Virtual)
Staff can bid silently on items such as longer lunch hours, “VIP” parking spots, casual days, extra vacation days, gift baskets, gift cards and other items donated by employees or by the company. (iPads are a great option!)

☐ Office Olympics
Teams (by department or random) are formed throughout the office and must pay an entry fee per team. Teams participate in events over lunch or after work such as paper airplane flying, trashcan basketball, darts, relays (three-legged race, potato sack race, egg-on-a-spoon race). Give medals or small trophies to the top teams. Invite United Way speakers to talk about cultures throughout Ohio. Organize an international potluck luncheon where employees bring their favorite ethnic dishes and showcase music from around the world.

☐ Chili Cook-off Contest
Have employees bring in homemade chili. Charge by the bowl and let everyone vote on their favorites.

☐ Ice Cream Social
Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

☐ Lunch Box Auction
Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous meals.

CAMPAIGN THEME IDEAS:

☐ Festival or Carnival
☐ Mardi Gras
☐ Sports
☐ Harry Potter Houses
☐ United Way Impact Areas
☐ Clue - Boardgame
☐ Travel
**CAMPAIGN EVENT & INCENTIVE IDEAS:**

**MISSION DRIVEN & EDUCATIONAL ENGAGEMENT IDEAS:**

- **Agency Tours and Speakers**
  Have a United Way agency ambassador speak at your kickoff events or other campaign activities. Also arrange for a tour of one of our agencies to get a look at the United Way’s impact on the community.

- **Lunch and Learns**
  One of the best ways to raise awareness of the United Way’s work within the community and how we improve lives and strengthen our community is by having one or a series of Lunch and Learns for staff. Lunch and Learns feature a speaker from a United Way agency talking about their work in Anchorage. They can also be continued throughout the year to keep staff engaged in the community outside of the campaign. Set one or a few up with your Relationship Manager!

- **Email Bingo / Trivia (Virtual)**
  Send out key information and trivia questions about United Way of Anchorage’s work in the community. First person to respond gets a “chip” for their bingo board or points towards the trivia game.

- **Volunteer Engagement (Virtual)**
  United Way of Anchorage has many ways that a company and individual can volunteer. Visit our website or email Kelsey Preecs, kpreecs@ak.org, to get your company volunteer engagement activity planned!

**COMPANY SPONSORED ENGAGEMENT IDEAS:**

- **Food Truck Lunch**
  Company hosts a coffee cart, ice cream truck, or food truck at your workplace. Sales of all items support United Way of Anchorage.

- **Lunch with Leadership**
  During the campaign, encourage participation amongst employees. The department with the highest participation gets to attend a lunch or dinner hosted by all senior leadership. Lunch can also be for those that give $1,000 or more (Leadership Donors).

- **Leadership Breakfast**
  For all employees who donate $1,000 or more, they’ll be invited to a special breakfast hosted by the company where senior leadership show appreciation for their donations.

*For more ways to engage your audience at your workplace, reach out to your United Way Rep!*