

Creative Campaign Ideas

FUN CAMPAIGN IDEAS

The following ideas can be used to develop understanding about United Way, increase volunteerism, build excitement and reward your campaign team. They make a great addition to raising money and awareness but do not replace employee meetings and employee pledges.

THEMES

Weave your theme into campaign events and materials using the United Way logo. Tie your theme to your company's logo, advertising slogan or industry.

- Sports
- Circus
- Oktoberfest
- Olympics
- Super Heroes
- Cartoons
- Movies
- Costume Party
- Board Games
- Popular TV Shows
- Reality show
- Mardi Gras
- Era – '60s, '70s...

EVENTS TO INCREASE GIVING

- Silent Auction
- Bake Sale
- Penny Wars
- Hot Dog Sale
- Chili Cook-off
- Pie Throwing Contest
- Movie Day
- Lunch with CEO



INCENTIVES TO INCREASE GIVING

- Extra vacation day
- Reserved Parking space
- Party for a department with best results
- Company t-shirts
- Company Cookbook
- Dress down day or denim day
- Movie passes
- Airline tickets
- Concert tickets
- Sporting Event tickets
- Raffle or gift certificates
- "Sleep In" passes
- Gifts from suppliers or vendors

WHERE TO GET INCENTIVES

- The #1 incentive is time off. Discuss this option with your CEO and HR Director first.
- You can purchase items from the United Way store catalog or online at www.unitedwaystore.com
- Ask other employees to donate items or services to give away



United Way
of Coastal Carolina