

Campaign Ideas

The best way to get people excited to participate in your United Way campaign is to make it fun. Here are some ideas to get your started!

THEMES can help create excitement and energy for the campaign.

- Bold Goals
- LIVE UNITED
- Super Heroes
- Reality TV Shows
- Carnival
- Game Show
- Hollywood – Movies, Oscars, Walk of Fame
- Sports/Olympics
- Travel
- Summer Camp
- Construction - great idea if you're currently remodeling your office
- 60's, 70's, 80's, 90's
- Tailgate Party - Go Bison!
- Back to School/Homecoming Week

'FUN-RAISERS' can be used to raise awareness of the campaign and can be kick-off or wrap-up events.

- Jeans Day or themed casual days
- Bake sales/basket sales
- Ice cream social
- Team/department challenges
- Managers serve breakfast/lunch
- Office decorating contests
- Dunk the CEO or senior leadership
- Golf/mini-golf tournaments
- Raffles
- Silent auctions
- United Way t-shirt – order at FargoStuff.com
- Balloon or candy grams
- Picture matching games (use baby photos, senior pictures, etc. for a fun guess who game)
- Talent show
- Cake walk
- Chili/soup/casserole kick off contest
- Wii/Switch tournaments
- Office olympics
- Board game contest
- Children's drawing contest
- Bake-off/baking competition
- Shave for United Way (have someone agree to have their head shaved once a certain amount of money has been raised)
- Flamingo or balloon someone's office
- Give employees "official photographs" of one or two top executives to take home for their children to draw. There is a \$5.00 entry fee per child. Employees vote for the best drawing by paying a dollar to vote
- Dress Up Day (best suit, fancy dress... switch up the quarantine clothes!)

INCENTIVES are a great way to create excitement. A large budget isn't necessary.

- Personal day off
- Sleep-in/long lunch pass
- Massage chair
- Jeans/casual day passes
- Covered/close to the door parking spots
- Sports/show/movie tickets
- Company swag
- Free lunch pass
- Weekend at vacation home/unused time share or cabin
- Lunch or coffee with CEO or senior leadership
- Gift cards – retail, gas, oil change, etc.
- VIP tickets to United Way events (sponsor an event to receive these VIP tickets! Levels start at just \$1,500)
- Subscription service for a year - Hulu, HBO, Disney Plus, etc
- Meat raffle

Flip page for more ideas!

Planning an event to engage your employees virtually? Here are a few fun ideas!

- Cooking/mixology classes
- Wine tasting
- Lunch and learns
- Community Partner tours
 - Want to experience the work of United Way of Cass-Clay first hand? Reach out to our team to book a community partner virtual tour!
- Paint or craft class
- Concert, performance, talent or comedy show
- Trivia
 - Play general trivia or for a fun twist see who knows their co-workers the best! Make trivia questions by collecting baby photos and interesting facts about participants.
- Gaming tournament
 - Vote on members of your leadership team to go head to head in an online gaming tournament complete with virtual spectators, of course!
- Bingo
- Opportunity Matters
 - Check out details at unitedwaycassclay.org
 - Move this popular activity online for your team and discover why it is so important to invest in opportunities for families and children to have a better tomorrow.
- Tiny campfire
 - Bring all the perks of a campfire indoors! Provide each employee with a s'more making kit and log onto your preferred virtual platform to share stories and enjoy the company.
- Coworker feud (like Family feud)
- Pictionary
- T-shirt sales
 - Get your co-branded LIVE UNITED t-shirts through Office Sign Company! A portion of each sale benefits United Way of Cass-Clay.
- Lightning scavenger hunt
 - Have to find the object in your house and come back the fastest
- Hidden objects
 - Each person is given an item they have to hide within their frame
 - Host sends out a list of items they should be looking for, not knowing who has hidden which object
- One word to rule them all
 - Pick a word at the beginning of the call
 - Pick an action that should be done each time that word is said (Jumping Jack, push up, moose antlers...)
- Volunteering - contact our team to learn more about ways you can volunteer virtually!

Pick one, two, or any number of events to enhance your campaign.

These are great ways to bring teams together, revitalize your campaign and raise money for United Way all at the same time!

Our team is here and ready to help you make your campaign the best it can be!

Please feel free to reach out to our team for ideas, support, and resources. We would love to hear from you!

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United Way of Cass-Clay