

# Campaign Idea Guide

## BE A MAGNETIC MARVEL!

The best way to get your team excited for your United Way campaign is to make it fun. Here are some ideas to get you started!

Each year during our United Way Community Celebration & Annual Meeting we honor companies and individuals that go above and beyond to do incredible things for our community. The Magnetic Marvel Award recognizes local companies that brought energy, enthusiasm, and creativity to their United Way workplace campaign.

**2024 Magnetic Marvel Award Winner: Caterpillar Reman Drivetrain**

### THEMES can help create excitement and energy for the campaign.

- Bold Goals
- LIVE UNITED
- Super Heroes
- Reality TV Shows
- Carnival
- Game Show
- Travel
- Summer Camp
- Sports/Olympics
- Tailgate Party - Go Bison!
- Hollywood - Movies, Oscars, Walk of Fame
- Construction - great idea if you're currently remodeling your office
- Midwest - show your ND or MN pride
- Seasonal/Holiday - fall, Halloween, Thanksgiving, etc.
- Back to School/Homecoming Week
- 60's, 70's, 80's, 90's
- Top Gun: 2022 Magnetic Marvel Award Winning theme from Marsh McLennan Agency



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

- Shave for United Way (have someone shave their beard or head when a monetary goal is reached)
- Give employees "official photographs" of one or two top executives to take home for their children to draw. Consider a \$5 entry fee per child. Employees pay to vote for the best drawing.
- 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
- Dress Up Day (best suit, dress, etc.)
- 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-shirts (available to order on our website)
- Executive team lip sync battle
- Flamingo or balloon someone's office



## VIRTUAL events are fun, too! Here are a few ideas!

- Bingo
- Cooking/mixology classes
- Wine tasting
- Paint or craft class
- 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 to select leadership team members to go head to head in an online gaming tournament, complete with virtual spectators.
- 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 Promo Plus! A portion of each sale goes to United Way.
- Volunteering - contact our team to learn ways you can volunteer!
- Lunch and learns
- Lightning scavenger hunt  
Have to find the object in your house and come back the fastest.
- Concert, performance, talent, or comedy show
- 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  
At the beginning of the call, pick a word and an action that should be done each time that word is said (Jumping Jack, push up, antlers...)

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

- Company swag
- Free lunch pass
- Weekend at vacation home/unused time share or cabin
- Meat raffle
- Gift cards - retail, gas, oil change, etc
- Jeans/casual day passes
- Coveted/close parking spots
- Sports/show/movie tickets
- 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.)
- Lunch or coffee with CEO or senior leadership
- Personal day off
- Sleep-in/long lunch pass
- Massage chair

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!

**Feel free to reach out to our team for ideas, support, and resources.  
Additional info can be found at [unitedwaycassclay.org/tools](https://unitedwaycassclay.org/tools)**

Christie Lewandoski | [clewandoski@unitedwaycassclay.org](mailto:clewandoski@unitedwaycassclay.org)  
Madison Maides | [mmaides@unitedwaycassclay.org](mailto:mmaides@unitedwaycassclay.org)  
Valerie Meis | [vmeis@unitedwaycassclay.org](mailto:vmeis@unitedwaycassclay.org)

701-237-5050 | [unitedwaycassclay.org](https://unitedwaycassclay.org)

