

# CAMPAIGN FUNDRAISING IDEAS



## EVEN MORE IDEAS...

- **Timely Treats** – Recognize early donors with a thank-you note and candy-filled balloon on their desk, encouraging faster pledge returns.
- **Guess & Win** – Buy guesses for the number of treats in a jar. The closest guess wins the jar! Play virtually via email/post.
- **Chain Reaction** – Donate to United Way and ask 3 colleagues to do the same. Keep the giving growing!
- **Round Up at the Cash Register Promotion** – At the company cafeteria/marketplace/coffee bar ask employees to “round up” their total order with those funds going to the work of United Way.
- **Candy Grams** – Sell candy with company or United Way logo. Proceeds go to United Way.
- **Treats for Change** – Offer delicious bakery goods & beverages from a rolling cart. All proceeds go to United Way!

## INCENTIVES & PRIZES

Smart incentives boost participation (average gift too!). Tailor them to your company.

- **Flex Your Time** – Earn extra vacation days, half-days, late starts, or extended lunches.
- **Prime Parking Spaces** – Post a sign saying “United Way Winner” or the CEO’s spot for a week.
- **Lunch or Coffee with the CEO** – off-site and they pay!
- **Gift Certificates** to stores, restaurants, spas/salons (movie theater, car wash, Door Dash, Amazon)
- **Jeans on Friday** during the campaign.
- **Promotional Items** from your own company.
- **Gifts from the United Way Store** – [www.unitedwaystore.com](http://www.unitedwaystore.com).
- **Tickets to a Local Museum, Aquarium, etc.**
  
- **Drawings** – can be used to motivate employees to donate or increase gift amount.
  - **Early Bird Drawing:** Return your completed pledge form by [date] to be entered to win a prize.  
– Or –
  - **Used to Increase Employee Gift:** Employees that increase their donation by [amount or percentage] will be entered to win a prize.