

CAMPAIGN FUNDRAISING IDEAS



UNITED WAY
Clark, Champaign,
and Madison Counties

Themes and special events are a great way to create excitement and energy for your campaign. Finding a unique way to connect campaign fun with United Way of Clark, Champaign, and Madison Counties' mission ensures a well-rounded experience full of enthusiasm, education, and community impact.

SPECIAL EVENT IDEAS:

Corn Hole Tournament – Team up for a cause while enjoying a friendly cornhole competition with your colleagues! Charge a registration fee for each team with all proceeds benefiting United Way.

Theme Days – Employees can participate in a dress-down day(s) by contributing a donation. Suggestions could be a jeans day, silly hats or ties, crazy socks or sports teams.

Email Bingo – Sell bingo cards leading up to game day. Throughout the day, send numbers via email at specified times. The first three to get bingo win a prize. Other virtual games include a spelling bee or trivia contests.

Pet Photos – For remote teams, invite employees to share photos of themselves working with their pets. Run a “cutest pet” contest where employees donate to vote, or simply enjoy the photo fun.

Coin War – Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins. All cash collected is donated to United Way.

Bracket Challenge – Create a March Madness-style bracket to stir up competition surrounding your campaign goal. Which department will come out on top?

Speaker Series – Speakers from United Way or nonprofit partners share how employee donations make a difference and impact their organization. Can be offered online or in person.

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EVEN MORE IDEAS...

- **Food and Treats for a Cause** – Food is a great motivator to encourage giving AND show appreciation.
 - Pizza Party, Breakfast, or Ice Cream Social – Host a fun meal to kick off your campaign. Use it as a reward for giving or ask for a small donation to participate. Challenge departments to compete and reward the winners. You could also invite food trucks to come to your business.
 - Treats for Change – Roll a cart around with baked goods and drinks for donations.
 - Candy Grams – Sell candy with your company or United Way logo to raise funds.
 - Round-Up Campaign – Let employees round up purchases at your café or snack bar.
- **Guess and 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!

INCENTIVES AND 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 offer the CEO’s parking 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)
- **Promotional Items** from your own company.
- **Gifts from the United Way Store** – www.unitedwaystore.com.
- **Tickets to Sporting Events, 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.