

CAMPAIGN KICKOFF IDEAS



Themes and special events are a great way to create excitement and energy for your workplace campaign.

SPECIAL EVENTS

- **Corn Hole Tournament:** Charge a team registration fee with all proceeds benefiting United Way.
- **Theme days:** Employees can participate in a dress-down day or wear hats or sports jerseys by contributing a donation to United Way.
- **Workday Bingo:** Sell Bingo cards with proceeds benefitting United Way. On game day, announce numbers at specified times. The first three to get a Bingo win a prize.
- **Coin War:** Company departments or teams collect spare change. Coins have positive value while paper money has negative value, allowing teams to donate defensively. All money collected is donated to United Way while the winning team earns a prize.
- **Speaker series:** Speakers from IAUW and/or its Community Partners share how donations impact their organization.
- **Catered meal/treats:** Invite food trucks or host a pizza barty, breakfast or ice cream social to kick off your campaign or as a reward for participating.

INCENTIVES & PRIZES

- **Flex your time:** Earn extra vacation days, half-days, late starts or extended lunches.
- **Prime parking:** Designate a “United Way Winner” spot or offer the CEO’s parking spot for a week.
- **Coffee/Lunch with the CEO:** Off-site, and CEO pays!
- **Event tickets/gift certificates:** Support local businesses, sporting events, and attractions.
- **Prize Drawings:** Motivate employees to donate or increase gift amount for designated prizes.

UNITED WAY INCENTIVE:

15x15 
CHALLENGE

Pledge \$15/month or more and return your form to IAUW by November 15 to be entered in a drawing for a \$500 gift card.

SPONSORED BY EAST RIVER FEDERAL CREDIT UNION