

# CAMPAIGN FUN

## *Fundraising Ideas for your Workplace Campaign*

United Way Workplace Campaigns give employees the opportunity to support United Way through their employer. This looks different in every business! Campaigns that are the most effective usually have the following components:

- United Way works with a person or team within a business and provides tools to set up a fun and engaging campaign
- United Way provides information and gives a short presentation to employees to share about community needs and how United Way helps address them
- Employers provide support by giving the opportunity for a payroll deduction or by collecting donations for United Way

Check out the list below to get some creative ideas for your Workplace Campaign!

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## **FOOD**

### **1. Potluck Lunch**

Individuals or departments can sign up to bring an item. Charge a small fee for a delicious homemade lunch and great company!

### **2. It's a Cook-off!**

Host a cook-off. Choose your date and food category (chili, dips, hotdish, desserts... you name it!) Cooks participate by serving their item in sample sizes at lunch. Those who wish to taste buy a ticket for lunch and get the chance to vote for "People's Choice". Double the fun by creating a unique traveling trophy for the winner!

### **3. Bake (or Bakeless) Sale**

Each department would donate an item for a bake sale. All items would be sold in a main area with all proceeds going to United Way – and maybe matched by the company!

For those who wish to forgo baking, they can offer a donation of what it would cost to whip up their famous bake sale treat.

## **FUN & GAMES**

### **4. Photo Guessing Contest**

Ever wonder what colleagues or company executives looked like when they were babies – or even better, when they were in high school? Host an "executives' prom night" guessing game! Charge a small fee to play and offer a great prize for the most right answers. This game will raise funds as well as some good laughs along the halls at work.

### **5. Employee or Company Trivia Contest**

“Mystery” employees offer little-known and unusual facts about themselves for others to guess. All featured participants place a small clue (tied to their unusual fact) in their office to help others guess their identity. You could also try a company trivia contest to see who knows the company history best! Charge a small fee, and award a prize to the employee who guesses the most correct answers.

### **6. For the Competitive Crew..**

Conduct a tournament using portable equipment (example: basketball hoop, putting green, bean bags, paper airplanes) Teams or individuals sign up and pay a fee to play then work to knock each other out until the Final Four compete for the office title. Employees all bet on a winner to take the title!

### **7. Gamers**

Hold a Wii golf or bowling tournament. Employees may enter for a small fee and compete for bragging rights!

## **IDEA'S FOR VPS**

### **8. Car Wash**

Employees donate \$5 to have their car washed by the organization's VPs.

### **9. Jeans Day**

Offer a “dress down for United Way” or a “Jeans Day” program where employees purchase the right to dress down. \$1 Each Friday to wear jeans adds up FAST when several employees participate throughout the year!

### **10. Penny Wars**

A departmental contest to collect the most pennies can add some fun to the campaign, and raise some money too! Add a little twist to the game by making pennies “positive,” while silver change and paper money are counted against you. Loads of fun-spirited cheating and late night penny bottle stuffing can help raise some significant money!

We've seen the winner (or loser) of penny wars have to kiss a goat or pig, patriciate in egg roulette, enter the dunk tank and eat Bean Boozled jellybeans!

### **11. Friendly Competition**

Do you have a sister company, business partner or ally? Find a friendly way to challenge them to a competition or to give. Friendly competition and comradery offer team building and fun while supporting our community! Offer your donation in partnership with each other and utilize our big check for the photo.

### **12. Treat Yourself!**

Encourage employees to participate in fun or a campaign presentation by offering a special snack or prize drawing! You would be surprised at what cookies & coffee or a fun prize can do to encourage attendance or a timely pledge within your workplace.

### **13. Count us in**

What does your business do to team build? Is it an annual tailgate, golf tournament or Christmas Party? Consider doing something for United Way at these events. Host a collection for seasonal items United Way could use (call us for ideas!) or consider adding a dollar or two to an activity that will route proceeds back to United Way.

### **14. “DIP” for United Way!**

Retail businesses are welcome to use our Dip Jar. At checkout host our credit card processing “DipJar” with some information about your United Way efforts or fundraising goal. Give customers the opportunity to “dip” (*a small monetary donation of your choice*) and reward them with a % off, product giveaway or chance at an instore giftcard!

## **SALES**

### **15. Company-wide “Garage” Sale**

One man’s trash is another man’s treasure. Everyone has old stuff they’d like to get rid of. Host a company-wide “garage sale” and sell items colleagues and your company no longer want or need while raising money for a great cause – United Way!

### **16. Silent Auction**

Host a companywide silent auction. Collect items and services that are donated both at the corporate and employee level. Place bidding sheets out in a common area for the week of the campaign. Close the bidding at the end of the week and award proceeds to United Way.

#### **Ideas for Corporate:**

- Bonus vacation day
- Sports or event tickets
- Executive parking spaces
- Longer lunch periods

#### **Employee:**

- DIY’rs can offer to paint an interior room of someone’s home
- Hobby photographers can offer a family portrait session
- Offer your fish house or camper for a weekend getaway
- Experts can offer a lesson in golf, pickleball or their choice sport
- Bakers can do a “Pie of the Month” for the year
- Crafters can make a custom quilt or a specialty pair of winter gloves
- Offer your cabin or vacation home for a select weekend
- Bare the elements and scrape and start cars on cold winter days
- Offer your time by doing someone’s Christmas gift wrapping
- Offer your service skills by cleaning and detailing someone’s car

Want to learn how to get started supporting United Way through a campaign?  
Contact Maria Haug at [mhaug@uwdp.org](mailto:mhaug@uwdp.org)