

# CAMPAIGN IDEAS

Connecting campaign fun with UWECI mission

## SPECIAL EVENTS

Special events can be used to raise awareness of the campaign and are held as kick-off or wrap-up events. Since these funds come to UWECI anonymously, we cannot recognize individuals or provide tax receipts for special event dollars. Special event dollars cannot be designated. Please consider holding one or more of the following:

- Jeans Day - 'sell' jeans day coupons for \$\$\*
- No camera for your meetings day\*
- Bake sales/Basket sales/Craft sales\*
- Breakfast/Lunch potluck
- Chili cook-off
- Basket auction\*
- Balloon-grams - for \$, send a thank you/best wishes\*
- Ice cream social
- Cake walk
- Team/Department challenges\*
- Managers serve breakfast/lunch\*
- Book/Garage sale\*
- Car wash - senior management washes cars
- Dunk the CEO/Senior leaders
- Golf tournaments
- Raffles for donated items\*
- Silent auction\*
- Cake or cookie decorating contests\*
- Office Olympics\*
- Board game tournament\*
- Paper airplane contest
- Tricycle races
- Candygram\*
- Cube decorating contests\*
- Coffee delivery for a week
- Sumo suit/hamster ball wrestling\*
- Hurts Donut truck
- Almost Famous Popcorn sale\*
- Tik Tok Challenge\*
- Department Challenges - coin drives or penny wars

## INCENTIVES

Many company partners and organizations provide incentives to staff tied to campaign goals. A large budget is not necessary to make them happen. There are many free incentives you can offer to employees for participating in the campaign. These items can also be donated and used in silent auctions or raffles.

- Gift cards (consider using credit card points to purchase gift cards or other prizes)
- Personal day off
- Sleep-in passes
- Long lunch passes
- Early-out passes
- Paid day to volunteer
- Birthday day off
- Chair massages\*
- Jeans/Casual day passes
- Covered/Close parking
- Tickets to sports events
- Tickets to cultural event
- Company gear and logo items
- Free lunch passes
- Boss Tik Tok Challenge
- Weekend at vacation home/unused time share
- Lunch with CEO/Senior leaders\*
- Challenges among departments\*
- Honor wall
- Services offered by co-workers: baby sitting, auto repair, piano or golf lessons
- Raffle tickets for attending campaign events and handing in pledge forms
- Department pizza party/ice cream/popcorn\*
- All staff celebration

\* can be adapted for virtual



United Way  
of East Central Iowa