

CAMPAIGN FUNDRAISING IDEAS

Timely Treats – Reward donors who turn in their pledge forms early. Place a balloon on their desk (weighted down with candy kisses or Life Savers) with a note of thanks. This will encourage employees to turn in their pledge form early while recognizing individuals who have already given.

Wall of Fame – Put pictures on a wall to recognize employees who have been contributing to the United Way Campaign for the most consecutive years. You can create an electronic version of this to email out as well.

EVEN MORE IDEAS...

- **Speaker series** – Speakers from United Way nonprofit partners share how employee donations make a difference and impact their organization. Series can be offered online or in person.
- **Book exchange or book club** – The area of focus could be on the importance of early brain development and Dolly Parton's Imagination Library.
- **Peer-to-peer fundraising challenge** – Employee makes a donation and personally asks three coworkers to also make a donation to the United Way. The next employees continue the cycle by asking three more employees to donate to United Way.
- **Office Ice Cream Social** – The company purchases ice cream and toppings for all employees.
- **Midnight Breakfast** – If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day shift employees. Could also be done with a second shift crew.
- **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.
- **Bake Sale/Cookie Exchange** – Ask employees to bake their favorite cookies or other goodies. Sell plates of the treats to employees. Charge an additional fee for the recipe.
- **Candy Grams** – Sell candy with company or United Way’s logo on it. Proceeds go to United Way.
- **Bakery Cart** – Wheel a serving cart through the workplace and sell bagels, doughnuts, cookies, Danish, coffee and juice, with proceeds going to United Way.



United Way of Clark,
Champaign & Madison Counties

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