

CAMPAIGN FUNDRAISING IDEAS

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 & Madison Counties' mission ensures a well-rounded experience full of enthusiasm, education and community impact.

SPECIAL EVENT IDEAS:

Casual Day – Offer casual days to build excitement and allow coworkers to dress casually on certain days. Employees can participate by contributing a donation. Suggestions could be a jeans day, silly hats or ties, crazy socks or each person's favorite sports team.

Food Ideas – Food is a great motivator to encourage giving AND show appreciation. Have a potluck lunch, special breakfast or pizza party to serve as a kickoff event. Charge a small donation or use as a reward for giving. Challenge departments to compete and reward the winner with a pizza party. You could also have a food truck come to your business.

Email Bingo – Sell bingo cards leading up to the day you'll hold email bingo. 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.

Drawings – Hold a drawing linked to when employees turn in their pledge forms. Turn in your form one week early and receive three tickets. Turn it in before the deadline and receive one ticket. You can offer prizes such as an extra day or half-day off, a longer lunch hour, company promotional items or choice parking spaces.

Pet Photos – If most of your workforce is remote, ask them to share photos of themselves with their pet pals while working. Run a contest for the cutest picture or have fun sharing photos of your furry friends.

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.

Guess How Many – Guess the number of jellybeans, M&Ms, Hershey Kisses or other treats in a jar. Employees can buy chances to guess. The winner with the closest guess receives the jar of treats. This can easily be done virtually and emailed/posted.



United Way of Clark,
Champaign & Madison Counties

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