

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:

Corn Hole Tournament – Team up for a cause while enjoying a friendly cornhole competition with your colleagues! Charge a registration fee for each team with all proceeds benefiting United Way.

Casual Day – Employees can participate in a dress-down day(s) by contributing a donation. Suggestions could be a jeans day, silly hats or ties, crazy socks or sports teams.

Food Ideas – Food is a great motivator to encourage giving AND show appreciation. Host a potluck lunch, special breakfast, ice cream social 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(s) with a pizza party. You could also invite food trucks to come to your business.

Email Bingo – Sell bingo cards leading up to game day. 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.

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. Employees donate to vote for the cutest pet.

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.

March Madness – Create a March Madness-style bracket to stir up competition surrounding your campaign goal. Which department will come out on top?

Speaker Series – Speakers from United Way or nonprofit partners share how employee donations make a difference and impact their organization. Can be offered online or in person.