

WORKPLACE CAMPAIGN IDEAS

Keep it simple. The most successful workplace campaigns combine education, engagement, and appreciation. Choose a few activities that fit your workplace culture rather than trying to do everything.

KICKOFF IDEAS

- Host a breakfast, lunch, or coffee bar to launch your campaign.
- Invite a United Way Impact Speaker to share a local story.
- Show the United Way campaign video.
- Have your CEO or leadership team personally endorse the campaign.

FRIENDLY COMPETITIONS

- Department participation challenge.
- Most improved department from last year.
- Return your pledge early for a prize drawing.
- Volunteer challenge between teams.

EASY FUNDRAISERS

- Chili cook-off or bake sale.
- Jeans day with a donation.
- Ice cream or popcorn social.
- 50/50 raffle (where permitted).
- Silent auction featuring donated items or experiences.

EMPLOYEE INCENTIVES

- Gift cards or company merchandise.
- Extra PTO or leave early pass.
- Reserved parking spot.
- Lunch with the CEO or leadership.
- Pizza party for the winning department.

LEADERSHIP CHALLENGES

- Pie the CEO.
- CEO wears a funny costume if campaign goals are met.
- Executive cookout or coffee cart.
- Leadership volunteer service project.

RECOGNITION

- Share campaign updates throughout the week.
- Celebrate milestones and participation.
- Thank donors through email, meetings, or the company newsletter.
- Host a campaign celebration to announce final results.

CAMPAIGN TIPS

- Focus on participation over dollar amounts.
- Keep your campaign to one or two weeks.
- Share local impact stories throughout the campaign.
- Celebrate every gift—every donor makes a difference.
- Have fun and make giving easy!