

Making an Employee Campaign Fun: Incentives & Special Event Ideas



United Way
of Delaware County

NOW MORE THAN EVER- We need your support and advocacy!

While your campaign goals should focus on traditional employee solicitation, it's okay to have a little **fun!** Many companies incorporate extra events into their campaign to encourage participation and boost results. **Take advantage of the following ideas as incentives for employees to turn in pledge cards. This is a great way to increase gifts and participation or tools to educate and inform.**

Incentives to get everyone involved:

Work-at-home or at office:

- Time off/Birthday off from work – can tie this to a specific or minimum donation level
- Lunch paid for and delivered to home
- Donuts paid for and delivered to home
- Sleep-in late awards
- Gift certificates
- 2- hour lunch break
- United Way logo materials
- Company logo materials
- Theme gift baskets
- Yard Sign to display at home (I support United Way)

When the community re-opens:

- Round of golf with the boss
- Sporting event or other event tickets
- Movie passes
- Paid lunch with the boss
- Dress Down Days (Jeans Days)
- I support United Way sign to display on office door/space

Campaign events to make it fun:

- Company Match Program (for each dollar or if a certain goal is reached)
- Special drawing or reward for turning in pledge by certain date
- Reward for reaching a company participation goal
- Competition between departments, offices, divisions. Text to Give competition is an option
- Baby Photo contest- match baby photo to co-workers, prize for the most correct
- Digital Truth or Dare game- use Zoom or Teams. For a donation- an associate can pass on their truth/dare
- Workplace games such as office Putt-Putt (each hole contains a fact about United Way); Bingo – each square is a United Way fact or community statistic
- Silent auction/bake sale
- Recognition event for major contributors (breakfast, lunch, etc.)
- Parking lot BBQ for \$... all goes toward UW campaign
- Share the Remote Volunteer opportunities with employees – (see separate hand-out)

For more ideas and information, contact [Gina Grote](#)