

CAMPAIGN IDEAS



It's easy to put a little pizzazz into your campaign! Even campaigns with little time or budget can be fun for everyone. Here are a few ideas to have fun team building while raising funds for our community.

Incentives

Use small rewards to encourage participation and spark excitement during your campaign.

Incentives are great for:

- Attending meetings or turning in a pledge card
- Pledging through payroll deduction or donating 1%
- First-time gifts, increased pledges, or early department completion

Popular Incentive Ideas

- Outside the office: Gift cards to restaurants or car washes, or experiences like tickets to a sporting event, concert or local attraction.
- In-office perks: Casual dress days, preferred parking, or extra vacation time
- Budget-friendly: "Sleep in Late," "Long Lunch," or "Flee at Three" passes, extra raffle entries for campaign events, and company swag like T-shirts, mugs, or pens.

Community Support

Contact us at (785) 827-1312 to make arrangements for these ideas and other community engagement opportunities.

- Supply drive for a local school Food, hygiene or coat drive for local nonprofits
- Use small rewards to encourage participation and spark excitement during your campaign.

Special Events/ Activities

- **Games & Sports:** Dodgeball, cornhole, ping pong, mini-golf tournaments
- **Contests:** Costume contest, pumpkin carving, karaoke, trivia, "Minute to Win It" games
- **Office Fun:** Desk drops with treats and United Way facts, spirit week, team shirt day, chair races
- **Guessing Games:** Photo scavenger hunt, baby photo guessing, M&M or jelly bean jar
- **Raffles & Challenges:** 50/50 raffle, basket raffle, penny wars
- **Food fundraisers:** Bake sales, candy-grams, cook-offs (chili or grilled cheese), potlucks, Taco Tuesday, picnics, breakfast bars, ice cream socials, international food day, lunch box auctions, and company cookbooks.

Thank You/ Recognition

- Post campaign results on social media and internal channels
- Distribute cookies or cupcakes
- Host a breakfast or lunch, catered or homemade by leadership
- Send handwritten thank-you notes from management

Social Media

Share photos and post updates about your campaign on social media. Remember to tag Salina Area United Way (@SalinaAreaUnitedWay).