

## **Creative Ideas to Make Your Campaign Fun & Successful**

### **Creative Best Practices**

- Decide on a fun theme for the campaign.
- Turn your building or break room into a construction zone (Building a Better Community).
- Have a competition with a company in the same industry or a neighboring company.
- Do the math per hour to give a good perspective (donating a dollar a week equals 2.5 cents per hour).
- Hold a bowling, softball or basketball tournament.
- Have the manager or CEO make lunch for the top five givers.
- Hold a brown bag lunch for the United Way meeting.
- Have a United Way trivia contest.
- Hold a competition between departments.
- Have senior managers serve as chefs at a kickoff barbeque or pancake breakfast.
- Hold a talent show or karaoke event.
- Hold a cake auction (or other type of auction).
- Have fun!

### **Creative Incentives**

- Vacation day
- Parking space
- Special event tickets or movie passes
- United Way items
- Donated items from your company or vendors
- Gift certificates to restaurants
- Paid time off to volunteer
- Drawing for a ½ day off for those who pledge the first day
- Breakfast for the department with the best results

### **Where to Get Incentives**

- Ask your vendors for items.
- Use your company budget to buy incentives.
- Trade products with other companies running United Way campaigns.