



CAMPAIGN IDEAS FOR A SUCCESSFUL AND FUN CAMPAIGN

- Schedule your United Way representative to speak at the kick-off with snacks available for staff.
- Ask your CEO if corporate incentives could be available for any staff that makes a pledge.
 - Points toward an employee wellness program
 - Gift card for lunch
 - Jeans day
 - Movie tickets
 - Swag items
 - After hours event for group
 - Up front parking spot at work
- Create a team to brainstorm activities that are suitable during your workplace campaign. Make this a fun event that is unique to your team. Not every campaign looks the same!
 - Examples for small offices with a few staff:
 - Cook-off- charge a fee for tasting and submitting a vote
 - Bake Sale- everyone bring their favorite items to sell
 - Coffee Bar- charge for specialty coffees with your own in-house barista
 - Hot dog lunch
 - Examples for larger corporations or multiple teams:
 - Themed basket raffle- have each department submit a basket and sell raffle tickets (Clemson or Carolina, spa-day, movie night, wine, tea or coffee...)
 - Seasonal fun (pay to enter) – pumpkin carving, office decorating contests
 - 50/50 raffles
 - Potato/soup bar
 - Swap shop- donate items and then everyone shops