# WORKPLACE CAMPAIGN IDEAS - EXTENDED

## Creative Ideas to Spark Your United Way Campaign

UNITED WAY
Linn, Benton & Lincoln Counties

Your workplace campaign can be more than asking employees to give. It can be an opportunity to build connection, have some fun and bring your team together around a cause that matters.

United Way of Linn, Benton & Lincoln Counties wants to help you make your workplace campaign successful. Whether you have a large team, a small office, a limited budget or just a few minutes to plan, these ideas can help you engage employees, build excitement and increase participation.

**Choose what works for your workplace.** Mix and match ideas, put your own spin on them, or create something entirely new. The best campaign is one that feels authentic to your organization and gets people excited to participate.

## QUICK IDEAS AT A GLANCE

**Looking for something simple?**

- Casual or Jeans Day
- Brown Bag Lunch
- Crazy Hat Day
- Compliment-O-Gram
- Bakeless Bake Sale
- Ticket Giveaways

**Want to build teamwork?**

- Coin Wars
- Minute-to-Win-It Challenges
- Company Olympics
- Scavenger Hunt
- Sports Squares
- eBingo

**Want to raise money?**

- 50-50 Raffle
- Basket Raffle
- Bake Sale
- Silent Auction
- Garage Sale
- Clothes Swap

**Want to involve leadership?**

- CEO Car Wash
- Executive Prison
- Executive Receptionist
- A-Dollar-an-Inch Contest
- Valet or Reserved Parking
- Take a Day Off for United Way

**Planning a bigger event?**

- Company Carnival
- Summer Picnic
- Talent Show
- Chili Cook-Off
- Tailgate Party
- Halloween Theme

→ **Keep going! More tips and resources.**

## KICKOFFS & SPECIAL EVENTS

**Company Carnival**
Host an old-fashioned carnival with games, food and activities. Consider a bake sale, hula hoop contest, dunk tank, pie-throwing booth or other employee challenges. Charge a small fee to participate and ask local businesses to donate prizes.

**Summer Picnic**
Bring employees together for a picnic with lunch, games and activities. Try an egg relay, water balloon toss, tug-of-war or other team challenges. Add raffles or donated prizes to raise additional funds.

**Tailgate Party**
Give your campaign a sports theme. Host a tailgate-style lunch with hot dogs, popcorn, peanuts and other favorites. Add a friendly game or competition and charge an entry fee.

**Company Olympics**
Create a series of fun team competitions such as paper-airplane races, wastebasket basketball, obstacle courses or other silly challenges. Teams pay to participate, and the winning team receives a donated prize or lunch.

**Minute-to-Win-It Challenges**
Challenge employees to complete quick, funny tasks using everyday items. Employees can compete individually or as teams, with a small entry fee and prizes for winners.

**Talent Show**
Put your own spin on a favorite talent competition. Employees pay to participate, and coworkers pay admission to watch. Add popcorn, snacks or other concessions to raise additional funds.

**Company Carnival**
Turn your workplace into a carnival for the day. Include games, food, contests and activities, and invite employees to participate for a small fee.

## GAMES & CONTESTS

**Coin Wars**
Give each department a container and challenge teams to collect as many coins as possible. For an added twist, designate certain coins as "sabotage" coins that can reduce another team's total. The department with the highest final total wins a prize.

**Scavenger Hunt**
Create a list of items or challenges for teams to complete around the workplace or community. Charge an entry fee and award points for each completed challenge. The team with the most points wins.

## GAMES & CONTESTS - CONTINUED

**Baby Picture Contest**
Ask employees to submit baby photos and have coworkers guess who is who. Charge a small fee to submit guesses, and award a prize to the person with the most correct answers.

**Crazy Hat Day**
Choose a day when employees can wear their craziest, funniest or most creative hats. Charge a small participation fee and let coworkers vote for their favorites.

You can use the same idea for **Crazy Hair Day, Crazy Shoes Day or a themed dress-up day.**

**eBingo**
Sell Bingo cards for a small fee and send Bingo numbers to employees by email throughout the week. The first person to get Bingo wins a donated prize.

**Sports Squares**
Create a squares grid for an upcoming professional or college sports game. Employees purchase squares, and winners are determined by the game's score. Split the proceeds between the winners and United Way.

**Miniature Golf**
Create a mini golf course in a conference room, hallway or outdoor space. Employees pay a small entry fee and compete for the lowest score. Add a silly prize for the winner.

**Employee Funniest Videos**
Invite employees to submit funny videos and charge a small entry fee. Have employees vote for their favorite and award a prize to the winner.

**Halloween Theme**
Build your campaign around Halloween with costume contests, pumpkin carving or other themed activities. Charge a small fee to participate and let employees vote for their favorites.

## FUNDRAISING IDEAS

**50-50 Raffle**
Sell raffle tickets and split the proceeds between the winner and United Way. Try incentives such as 1 ticket for $1, 3 for $2 or 5 for $4 to encourage multiple purchases.

**Basket Raffle**
Ask departments or teams to create themed baskets such as spa, chocolate, sports, cooking, entertainment, pets or family fun. Sell raffle tickets and let employees choose which baskets they want to enter.

## FUNDRAISING IDEAS - CONTINUED

**Bake Sale**
Invite employees to donate baked goods and sell them during the workday. You can also turn it into a friendly competition by awarding prizes for categories such as best cookie, pie or dessert.

**Bakeless Bake Sale**
Give employees the opportunity to "participate" by donating what they would have spent buying or making baked goods–without actually having to bake anything.

**Silent Auction**
Ask local businesses, vendors and employees to donate items, gift certificates or experiences. Display the items and allow employees to bid throughout the campaign.

**Book, CD or DVD Sale**
Invite employees to donate gently used books, CDs or DVDs. Price items affordably and donate the proceeds to your United Way campaign.

**Clothes Swap**
Ask employees to donate clean, gently used clothing they no longer need. Sell the items or charge a small admission fee to shop.

**Garage Sale**
Collect gently used items from employees and host a workplace garage sale. Set guidelines ahead of time for what can be donated and accepted.

**Craft Sale**
Invite employees to donate handmade items such as artwork, jewelry, woodworking, holiday decorations or other crafts. This is a great way to showcase employee talents while raising funds.

**Employee Cookbook**
Collect favorite recipes from employees and create a workplace cookbook. Consider asking an employee's child to create the cover artwork. Sell copies to employees, families and community members.

**Trash or Treasure Raffle**
Ask employees to donate a wrapped "white elephant" item that is still usable but perhaps no longer wanted. Donors receive a raffle ticket and winners choose their mystery treasure.

**Turkey Giveaway**
Use the Thanksgiving season as inspiration. Raffle off a turkey or a grocery gift card to help with a holiday meal.

## WORKPLACE CHALLENGES & LEADERSHIP IDEAS

**A-Dollar-an-Inch Contest**
Invite employees to donate $1 to cut an inch off a participating executive's tie throughout the day. Award prizes for the shortest, funniest or most creative result.

**CEO Car Wash**
Ask leadership or management to wash employees' cars in exchange for a donation. Add special services such as interior cleaning for an additional donation.

**Executive Prison**
Turn an office or other space into a temporary "jail cell." Employees donate toward an executive's "bail," and the executive is released once the fundraising goal is reached.

**Executive Receptionist**
Create a board featuring photos of company executives. Employees purchase "votes" for the executive they want to see serve as receptionist for a predetermined amount of time. The executive with the most votes takes the shift.

**Valet or Reserved Parking**
Auction off a prime parking space for a week or month. Another option is to have management park and retrieve employees' cars for a donation.

**Ugly Lamp Month**
Choose an unusual or ugly item and let employees pay to move it to another person's workspace–or pay to keep it away. Wherever it ends up at the end of the challenge, it stays there for a designated period.

**Take a Day Off for United Way**
Employees can "purchase" an additional day off by donating the value of a day's wages to the campaign. Check with your organization's HR and payroll teams to ensure the program follows company policies.

## SIMPLE, LOW-LIFT IDEAS

**Brown Bag Lunch**
Encourage employees to bring lunch from home and donate what they would have spent eating out. Consider making it a group lunch with a guest speaker, game or short activity.

**Casual or Jeans Day**
Sell passes that allow employees to dress casually for a designated day. Make sure expectations are clear about what qualifies as casual attire.

**Compliment-O-Gram**
Create cards employees can purchase to recognize or thank a coworker. Charge $1 per compliment, with an optional higher fee for anonymous messages.

## SIMPLE, LOW-LIFT IDEAS - CONTINUED

**Ticket Giveaways**
Use donated movie, theater, sports or local attraction tickets as incentives for employees who participate or reach a certain giving level.

**Clothes Swap**
Turn unused clothing into a simple workplace fundraiser by collecting and selling gently used items.

**Bakeless Bake Sale**
Skip the baking altogether! Invite employees to donate the amount they might have spent purchasing ingredients or baked goods.

## FOOD & FRIENDLY COMPETITION

**Chili Cook-Off**
Invite employees to bring their favorite chili recipe. Charge a small fee for coworkers to sample the entries and vote for their favorite. Award a prize to the winning chili.

**Classy Brown Bag Lunch**
Host a series of informal lunch-and-learn sessions. Invite local professionals or employees to teach a skill, lead a wellness activity or share a hobby. Charge a small participation fee.

**Summer Picnic**
Combine food, games and fundraising for a team event. Ask local businesses to donate prizes or food whenever possible.

**Tailgate Party**
Create a sports-themed lunch or afternoon event with food, games and friendly competition.

## MORE WAYS TO MAKE YOUR CAMPAIGN FUN

The best workplace campaigns don't have to be complicated. Consider adding a theme, friendly competition or small incentive to almost any campaign activity.

- Department-vs.-department challenges
- Participation goals
- Weekly campaign themes
- Prize drawings
- Dress-up days
- Employee recognition
- Team challenges
- Matching gifts from leadership
- "Mystery" challenges revealed throughout the campaign
- A campaign leaderboard

## INCENTIVES FOR PARTICIPATION

Small incentives can help encourage employees to participate and keep your campaign visible throughout the year.

**Consider offering:**

- Time off or "Leave Work Early" passes
- Tickets to games, movies or local events
- Company T-shirts or merchandise
- Casual or Jeans Day passes
- Grocery gift cards
- Hotel getaways
- Reserved or covered parking
- Dinner for two
- "Sleep-In" passes
- Gift certificates
- Department trophies or traveling awards
- Donated products or experiences

**Need help finding prizes or incentives?** Ask your United Way representative about community donations. United Way LBLC is happy to provide materials and support to help make collecting donated incentives from local businesses easier.

## MAKE IT YOUR OWN

There is no one-size-fits-all Workplace Campaign. Choose activities that fit your organization's culture, employees and schedule.

**Have an idea of your own? Try it!** A simple activity that gets people involved can be just as successful as a large event.

We're here to help you plan, promote and make the most of your workplace campaign.

**United Way of Linn, Benton & Lincoln Counties**
unitedwaylbl.org | office@uwlbl.org | (541) 926-5432
Facebook | Instagram | LinkedIn | TikTok

*Funding Solutions from the Cascades to the Coast*
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