



CAMPAIGN FUN IDEA TOOLKIT

Simple ideas to add fun, friendly competition and extra fundraising to your workplace campaign.

A successful United Way workplace campaign does not have to be complicated. A little fun can create energy, bring coworkers together, keep the campaign visible and give employees another way to participate.

This toolkit includes easy fundraising and engagement ideas that workplaces can adapt to fit their size, culture, schedule and budget. Use the ideas exactly as written or make them your own.

A FEW TIPS BEFORE YOU START

- Keep participation optional, positive and easy.
- Use donated prizes, snacks or supplies whenever possible so more of the money raised can support United Way.
- Customize these ideas however you'd like to work for you!
- Invite leadership to participate - their involvement can create excitement and encourage others to join in.
- Share updates, photos, leaderboards and winners throughout the campaign to keep the momentum going.
- Most importantly, have fun. These activities are meant to complement your United Way campaign and help employees connect with one another while giving back.

What you'll find inside:

1. This year's local Award Winner for Most Improved Campaign, Seaboard Triumph Foods, has some great new ways to build excitement and raise funds.
2. Play it Forward – Office DJ Day
3. Minute to Win It
4. Scratch. Give. Win!
5. Swag Challenge
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Strategic Campaign Ideas

A step-by-step guide to designing, targeting, and executing effective marketing campaigns.

1

Informative Campaign Packets

Create employee campaign packets with key details, event schedules, participation perks, and donation impact. Promote the campaign through the company app, emails, text messages, TVs, and other internal channels.



2

Parking Spots

The highest bidders get VIP parking for the rest of the year. We create custom parking passes & parking signs. We track the highest numbers so employees can see how much they need to bid for. This perk is everyone's favorite!



3

Scratch Tickets

We purchase about 500+ tickets and determine the number of winners. Each ticket costs \$2. You can create your own tickets or purchase them from Amazon.



4

Wind Down Wednesday - Massage Day

Partner with local businesses to offer employee-favorite fundraising activities. Employees make a donation in exchange for a personalized message, creating a fun and engaging way to give back.



5

Merchandise Drops

Create buzz with an exclusive merchandise day, such as "Merch Drop Monday," offering limited-edition campaign merch and United Way items to encourage engagement and donations.



6

Super Donors

Pick 1 day during the last week of the campaign to appreciate super donors who donate more than \$500. We called ours "Soup-er Donor Day" & treated all with soup & salad from Olive Garden.



7

Mega Bundles

Mega Bundles were made for those who donate \$500 or more. This bundle included - Our custom theme sweatshirt and long sleeve (1 of each), 1 United way t-shirt, 1 beanie, 1 chapstick, 1 keychain, and a thank you card. These were part of our merchandise drop day.



PLAY IT FORWARD: OFFICE DJ DAY

Turn Up the Music. Turn Up the Impact.

THE IDEA

Turn your office playlist into a fun, weeklong fundraiser! Employees donate to request songs, move their favorites up the playlist—or pay a little more to knock a coworker’s song off. The musical competition builds all week and leads up to Office DJ Day on Friday, when the final playlist takes over the office speakers.

HOW IT WORKS

Choose an Office DJ to collect donations and manage the playlist.

Monday–Thursday: Build the Playlist

 **Request a Song** – \$2

 **Bump It Up** – \$2 to move your song higher

 **Fast Track It** – \$5 to move your song near the top

 **Block It** – \$5 to remove a coworker’s song

 **Save My Song** – \$5 to protect your song from being blocked

 **Bring It Back** – \$7 to restore a blocked song

 **Guaranteed Play** – \$10 to make your song untouchable

Donation amounts are just suggestions—adjust them to fit your workplace.

FRIDAY: OFFICE DJ DAY!

Turn up the speakers and let the Office DJ play the final playlist! Encourage employees to wear a T-shirt featuring their favorite band, musician or concert to make the day even more fun.

TURN UP THE FUN!

Song Dedications – For an extra \$1, dedicate your song to a coworker and have the DJ announce it.

 **Musical Revenge** – Request the song you know your coworker can’t stand. They can always donate to block it!

 **Throwback Hour** – Pick an hour for ’80s, ’90s, 2000s, country, classic rock or another office favorite.

 **Department Battle** – Track donations by department. The team that raises the most earns bragging rights—or a company-provided prize.

 **Company Match Power Hour** – Choose an hour when the company matches every Office DJ donation.

 **Final Song Auction** – Finish Friday with a bidding war! The highest donor gets to choose the final song of Office DJ Day.

 **WHY IT WORKS** Simple • Inexpensive • Interactive • Repeat donations • Friendly competition • Easy to customize

MINUTE TO WIN IT

60 seconds. A little friendly competition. A lot of fun.

THE IDEA

Set up quick, inexpensive challenges that employees have just 60 seconds to complete. Employees pay to play, and because each game takes only a minute, it is easy to participate during a break or throughout the workday. The best part? People often want a rematch!

HOW IT WORKS

- Choose one or several Minute to Win It challenges.
- Have two volunteers run the activity: a Game Host to explain and reset each challenge, and a Timekeeper to run the timer and record results.
- Charge \$1 per attempt and let employees play as many times as they would like.
- Track winners throughout the campaign and create a simple leaderboard.

GAMES TO TRY

- Balloon Cup Transfer - Inflate a balloon inside a plastic cup just enough to grip it, then use the balloon to lift and move cups across the table. Most cups transferred in one minute wins.
- Keep It Up - Keep as many balloons in the air as possible for 60 seconds without letting them hit the ground.
- Paper Clip Challenge – Grab a box of paperclips and set a timer for 60 seconds. The person who connects the most paperclips wins.

WHAT YOU'LL NEED

A timer, game supplies, score sheet or leaderboard, and two volunteers.

WAYS TO RAISE MONEY

Charge \$1 per game or offer 6 attempts for \$5. Employees can keep playing - and donating - as they try to improve their score.

MAKE IT MORE FUN

Announce daily winners and take their picture wearing a Winner Sash. At the end of the campaign, crown an overall champion. One company that shared this idea charged \$1 per game, announced winners daily, used a winner sash for victory photos, and gave the employee with the most wins a \$25 gift card.

HELPFUL TIP

Keep the games simple. The best challenges take seconds to explain and use inexpensive supplies.

WHY IT WORKS Low-cost • Quick • Easy to organize • Repeat participation • Friendly competition

SCRATCH. GIVE. WIN!

Add a little surprise to your United Way campaign.

THE IDEA

Scratch-off stickers are an inexpensive way to create a customized workplace fundraiser. Print your own cards, hide a donation amount, prize or challenge underneath each sticker, and let employees discover what they reveal.

HOW IT WORKS

- Scratch & Give - Hide amounts such as \$1, \$2, \$3, \$5 and \$10. Employees scratch a space and donate the amount revealed. Keep most amounts small and sprinkle in a few larger ones.
- Scratch & Win - Charge a set amount, such as \$5, to choose a scratch-off containing a prize. Ideas include candy, coffee, company swag, casual day, preferred parking, an extended lunch, leaving 30 minutes early or a gift card.
- Scratch Your Challenge - Charge \$1-\$2 to reveal a fun challenge: give a coworker a compliment, wear a silly hat, do 10 jumping jacks, donate another \$1, challenge your boss, take a team selfie, or reveal a WINNER space.

WHAT YOU'LL NEED

Printable cards or cardstock, scratch-off stickers, coins, a way to collect donations, and optional prizes.

WAYS TO RAISE MONEY

Use the revealed amount as the donation, charge a flat fee per scratch, sell multiple scratches for one price, or allow unlimited play. Example: 100 employees x \$5 = \$500 raised.

MAKE IT MORE FUN

Add a few Golden Tickets with special prizes. Put the cards on a cart and visit departments, or keep the fundraiser going all week.

HELPFUL TIP

Keep most amounts and prizes modest. Employees may be more willing to play again when participation is inexpensive.

WHY IT WORKS Low-cost • Customizable • Quick • Creates curiosity • Repeat participation

SWAG CHALLENGE

Give a little more. Wear your impact.

THE IDEA

Reward employees who increase their United Way support with something they can proudly wear. Companies can offer a new United Way Thrive or Be the Good T-shirts or use their own company-branded apparel and swag to create giving incentives. Keep it simple with one T-shirt challenge, or create several giving levels with increasingly valuable rewards.

HOW IT WORKS

Option 1: Take the Thrive T-Shirt Challenge - Set a giving challenge that works for your company. For example, employees who increase their United Way gift by a few dollars per paycheck receive a United Way T-shirt.

- United Way of Siouxland has new branded T-shirt designs available. United Way logo files are also available for companies that want to incorporate the United Way brand into campaign materials.
- Order United Way apparel from the RTI Threads - United Way of Siouxland Store:
<https://www.rtithreads.com/org/united-way-siouxland>

Option 2: Create Your Own Company Swag Challenge - Use company swag to create giving levels with increasingly valuable rewards.

- Level 1: Company tumbler, hat or other small item
- Level 2: Company T-shirt
- Level 3: Premium hat, polo or quarter-zip
- Level 4: Company hoodie or premium apparel

WHAT YOU'LL NEED

United Way Thrive T-shirts or company swag, established giving levels, a way to track qualifying donations, and information to share with employees about the challenge.

WAYS TO RAISE MONEY

Consider basing rewards on an increase over the employee's previous United Way gift rather than only on the total amount given. For example, employees might earn a T-shirt when they increase their gift by \$2 per paycheck and a premium item when they increase by \$5 per paycheck. This lets employees at many giving levels participate while encouraging everyone to consider doing a little more.

MAKE IT MORE FUN

Choose a designated United Way T-Shirt Day when everyone who earned a shirt wears it. Take a company photo, recognize participating employees, or create a friendly competition between departments to see which team has the highest participation.

HELPFUL TIP

Keep the giving levels simple and communicate them before the campaign begins. When the company provides the shirts or swag, employees receive a fun incentive while their donations can go directly toward the United Way campaign.

WHY IT WORKS Encourages increased giving • Creates campaign visibility • Offers a useful reward
• Builds team spirit • Employees can wear their impact

DONATE & WIN: CAMPAIGN PRIZE DRAWINGS

Give early. Give a little more. Get more chances to win.

THE IDEA

Prize drawings are an easy way to add excitement to a United Way campaign while encouraging employees to complete their pledges early. Companies provide prizes employees would love to win and give donors entries into drawings throughout the campaign. Employees can earn additional chances for becoming a new donor, increasing their previous gift, or reaching other campaign goals.

HOW IT WORKS

Start by gathering several desirable prizes and establish a simple system for earning drawing entries. For example:

- Make a United Way pledge: 1 entry
- New donor: +1 bonus entry
- Increase your gift over last year: +1 bonus entry
- Increase by \$1 or more per paycheck: +2 bonus entries
- Reach another company-selected giving goal: additional bonus entries

WHAT YOU'LL NEED

Prizes, a simple way to track drawing entries, a campaign timeline, and a method for announcing winners.

WAYS TO RAISE MONEY

Use bonus entries to encourage the giving behaviors your company wants to promote most - especially new donors and increased giving. You can also reward employees who pledge early. For example, if the campaign launches on Tuesday, everyone who pledges by Friday could be entered into a drawing for one of the best prizes. The following week, everyone who has already pledged remains eligible and new donors are added, giving early donors more opportunities to win.

MAKE IT MORE FUN

Hold drawings throughout the campaign instead of waiting until the end. Reveal a few prizes at a time, feature a Prize of the Week, hold surprise bonus drawings, or save one larger prize for the campaign finale.

- Gift cards or restaurant certificates
- Extra PTO, longer lunch, preferred parking or leave-early passes
- Event or sports tickets
- Electronics or premium company swag
- Special company experiences or other prizes employees would genuinely value

HELPFUL TIP

Keep the rules easy to understand and use prizes to encourage the behaviors you want most: giving early, becoming a new donor, and increasing a previous gift. Early-bird drawings can also make the campaign coordinator's job easier by giving employees a positive reason to pledge sooner, resulting in fewer reminders and less follow-up later.

WHY IT WORKS Encourages early pledges • Rewards new and increased giving • Creates ongoing excitement • Easy to customize • Reduces campaign follow-up

PENNY WARS

Your spare change could earn your department serious bragging rights.

THE IDEA

Turn fundraising into a department-versus-department battle. Each team gets a container and competes to finish the campaign with the highest score.

HOW IT WORKS

- Give each department or team a clearly labeled jar or container.
- One fun scoring method: coins placed in your own team's jar add points; dollar bills placed in another team's jar subtract points.
- Or keep it extra simple and declare the team that raises the most money the winner.
- Post standings daily so everyone knows who is ahead.

WHAT YOU'LL NEED

Clear jars or containers, team labels, a secure collection location, and a leaderboard.

WAYS TO RAISE MONEY

The donations are the entry fee. Encourage employees to participate throughout the campaign. Add a Power Hour when donations count double or triple toward the competition.

MAKE IT MORE FUN

Give the winning department a pizza party, traveling trophy, casual day, or other company perk. Leadership can announce surprise bonus periods to shake up the standings.

HELPFUL TIP

Publish the scoring rules before the competition begins. Penny Wars can get competitive surprisingly quickly!

WHY IT WORKS Runs all week • Minimal setup • Great for departments • Encourages repeat giving

PIE THE BOSS

Put your leadership team on the line for United Way!

THE IDEA

Employees donate to determine which manager or executive will take a pie to the face at the campaign finale.

HOW IT WORKS

- Recruit several willing leaders.
- Create a jar, bucket, or designated giving option for each participant.
- Employees 'vote' by donating to the leader they most want to see get pied.
- The leader who raises the most gets the pie - or make the grand goal that every participating leader gets pied if the company reaches its campaign target.

WHAT YOU'LL NEED

Willing leaders, collection containers, whipped cream pies or pie tins, towels, protective covering, and a good sense of humor.

WAYS TO RAISE MONEY

Make every \$1 donated equal one vote and allow employees to vote as often as they would like.

MAKE IT MORE FUN

Display a running Pie-O-Meter. Gather employees for the finale, and let the top donor or a drawing winner deliver the pie.

HELPFUL TIP

Make sure leaders volunteer in advance. Use whipped cream or another safe, easy-to-clean option rather than a traditional pie.

WHY IT WORKS Leadership involvement • Highly visible • Builds anticipation • Memorable finale

OFFICE OLYMPICS

Let the games begin!

THE IDEA

Turn everyday office supplies into a series of lighthearted competitions and crown your workplace's Office Olympic champions.

HOW IT WORKS

- Choose 3-6 simple events and let employees compete individually or in teams.
- Try paper airplane distance, wastebasket basketball, cup stacking, paper-clip chain building, ping-pong ball bounce, pencil toss, or a sticky-note speed challenge.
- Award points based on finishing position and crown an overall champion.

WHAT YOU'LL NEED

Mostly office supplies, scorecards, volunteers, and optional medals, certificates, or a traveling trophy.

WAYS TO RAISE MONEY

Charge \$1 per event, \$5 for an Olympic Pass, or a team entry fee.

MAKE IT MORE FUN

Hold a quick opening ceremony, let teams create names, play entrance music, and award homemade gold, silver, and bronze medals.

HELPFUL TIP

Choose activities that are accessible to a wide range of employees and avoid anything that could create a workplace safety issue.

WHY IT WORKS Team building • Highly customizable • Inexpensive • Great for groups • Photo-friendly

GUESS WHO?

How well do you really know your coworkers?

THE IDEA

Collect baby or childhood photos from employees and challenge coworkers to figure out who's who.

HOW IT WORKS

- Ask participating employees to privately submit a childhood photo.
- Number the pictures and display them on a bulletin board, poster, or digital slideshow.
- Sell answer sheets and provide a list of participating employees.
- Players match each name to a numbered photo. Most correct answers wins.

WHAT YOU'LL NEED

Employee photos, a numbered display, answer sheets, pens, and an optional prize.

WAYS TO RAISE MONEY

Charge \$5 per answer sheet. For an extra twist, sell \$1 hints.

MAKE IT MORE FUN

Include leadership photos or add fun categories such as Best Hair, Most Recognizable, Biggest Transformation, or Cutest Photo. Reveal everyone's identities at a campaign celebration.

HELPFUL TIP

Collect photos privately so employees do not see each other's submissions before the contest begins.

WHY IT WORKS Very inexpensive • Conversation starter • Works all week • Inclusive • Engaging

MYSTERY PRIZE PULL

What will you win? There's only one way to find out.

THE IDEA

Employees donate for the chance to choose a mystery envelope, bag, cup, or other container and reveal what is inside.

HOW IT WORKS

- Create numbered or identical mystery selections.
- Most contain small prizes, while a handful contain something special.
- Prize ideas: candy, coffee, snacks, company swag, casual day, preferred parking, extra-long lunch, gift cards, or a leave-work-early pass.

WHAT YOU'LL NEED

Envelopes, bags or containers; slips describing each prize; and donated prizes.

WAYS TO RAISE MONEY

Charge \$2-\$5 per pull. Example: 100 mystery envelopes at \$5 each = \$500 raised if they all sell.

MAKE IT MORE FUN

Include one GRAND PRIZE and do not announce when it is claimed. Employees will not know whether it is still available.

HELPFUL TIP

Ask leadership, vendors, and community partners to donate prizes. The less you spend on prizes, the more the activity can raise for United Way.

WHY IT WORKS Simple • Fast • Element of surprise • Easy to customize • Repeat participation

THE GREAT OFFICE TRIVIA SHOWDOWN

Brains. Bragging rights. United Way.

THE IDEA

Bring employees together for a quick trivia competition during lunch, a staff meeting, or a campaign event.

HOW IT WORKS

- Form teams of 3-6 people.
- Prepare several short rounds mixing traditional trivia with company-specific questions.
- Try categories such as Movies & TV, Music, Sports, Siouxsland, Name That Logo, Company History, Finish the Song, or Guess the Year.
- Teams write down answers and the highest score wins.

WHAT YOU'LL NEED

Trivia questions, answer sheets, pens, a host, and optional prizes.

WAYS TO RAISE MONEY

Charge \$5 per person or \$20-\$25 per team. Sell \$1 Mulligans that allow a team to replace one wrong answer.

MAKE IT MORE FUN

Let the CEO host a round. Add music clips, picture questions, or a lightning round.

HELPFUL TIP

Keep the event moving. About 30-45 minutes is usually enough to have fun without taking over the workday.

WHY IT WORKS Easy team building • Low-cost • Flexible for many workplace sizes • Interactive

EXECUTIVE CHALLENGE

The more you raise, the more leadership has to do!

THE IDEA

Get everyone working toward shared fundraising milestones that unlock increasingly fun challenges for leadership.

HOW IT WORKS

- Recruit willing leaders and agree on several fundraising milestones.
- \$500 raised: CEO wears a silly hat for the day.
- \$1,000: Leadership serves employees breakfast.
- \$1,500: Executives compete in a Minute to Win It challenge.
- \$2,000: Leadership performs karaoke.
- Campaign goal reached: Pie the leadership team!

WHAT YOU'LL NEED

A willing leadership team, a fundraising thermometer or progress tracker, and a list of agreed-upon challenges.

WAYS TO RAISE MONEY

Count regular campaign donations toward milestones, or let employees make extra gifts specifically to unlock the next challenge.

MAKE IT MORE FUN

Do not reveal every challenge in advance. Put the next challenge in a sealed envelope and open it when the milestone is reached.

HELPFUL TIP

Let leaders help choose challenges they are comfortable doing. Enthusiastic participation is what makes this activity work.

WHY IT WORKS Leadership involvement • Builds momentum • Shared goal • Keeps employees watching progress

CASUAL FOR A CAUSE

Dress down. Give back.

THE IDEA

Turn one of the easiest workplace perks into an equally easy United Way fundraiser. Employees donate in exchange for a designated jeans day, casual day, or other dress-code perk.

HOW IT WORKS

- Choose a special day - or an entire campaign week - when employees can purchase permission to dress casually.
- Provide a sticker, badge, or simple digital graphic saying 'Casual for a Cause - I Gave to United Way!' if desired.

WHAT YOU'LL NEED

Leadership approval, a collection method, and optional stickers or badges.

WAYS TO RAISE MONEY

Try \$5 for one casual day, \$10 for three days, or \$20 for a campaign-week pass. Adjust pricing to fit your workplace.

MAKE IT MORE FUN

Add themed days such as Team Spirit Day, Favorite College Day, Hat Day, Throwback Day, or Pajama Day. Offer an All-Access Campaign Pass.

HELPFUL TIP

This works best where dressing casually is actually viewed as a perk. Adapt the incentive to your workplace culture.

WHY IT WORKS Almost no setup • Easy participation • Low-cost • Great add-on fundraiser

SNACK ATTACK

Treat yourself. Give back.

THE IDEA

Bring the fundraiser directly to employees with a mobile snack cart, treat table, or pop-up concession stand.

HOW IT WORKS

- Stock a cart or table with inexpensive or donated treats such as candy, popcorn, chips, cookies, donuts, soda, coffee, trail mix, or baked goods.
- Set suggested donation amounts and visit departments during the workday.

WHAT YOU'LL NEED

A cart or table, snacks, price signs, volunteers, and a donation collection method.

WAYS TO RAISE MONEY

Sell items individually, make everything \$1, or offer a \$5 Snack Pass good for several visits during campaign week.

MAKE IT MORE FUN

Play music as the cart travels through the building. Give it a fun name such as United Way Treat Trolley, Snack Attack, or Fuel the Good Cart. Leadership can take a shift pushing the cart.

HELPFUL TIP

Ask employees, leadership, or vendors to donate snacks. Donated products can significantly increase the amount raised.

WHY IT WORKS Convenient • Easy impulse participation • Low-cost • Works throughout campaign week

UNITED WAY BINGO

A little suspense. A little competition. And you can keep working while you play.

THE IDEA

Turn a regular work afternoon into a simple office-wide bingo game. Purchase generic bingo cards, sell them to employees, and call one letter-and-number combination every 10-15 minutes by email, company chat, or workplace intercom. Employees can keep working while they follow along, and each new number gives everyone another reason to check their card.

HOW IT WORKS

- Purchase a set of generic bingo cards with unique card combinations.
- Sell cards to employees before the designated Bingo Afternoon. Try \$3 per card, \$5 per card, or offer a multi-card deal such as 3 cards for \$10.
- Choose a two- to four-hour window for the game.
- Draw one bingo ball or number every 10-15 minutes and announce it by email, company chat, or over the intercom.
- Employees mark their cards as numbers are called while continuing with their normal workday.
- Decide in advance what counts as a win - for example, five in a row horizontally, vertically, or diagonally.
- When someone gets BINGO, have them contact the campaign coordinator to verify the card and claim the prize.
- Continue playing for additional winners if you want the fun to last all afternoon.

WHAT YOU'LL NEED

Generic bingo cards, a bingo number set or random number generator, a master list to track numbers already called, a way to announce numbers, a method for collecting donations, and prizes.

WAYS TO RAISE MONEY

Sell cards for \$3-\$5 each, or offer a bundle to encourage employees to play multiple cards. For example, 100 cards sold at \$5 each would generate \$500 before prizes. If desired, set aside a portion of the proceeds for prizes and direct the remaining funds to the United Way campaign.

MAKE IT MORE FUN

Offer several chances to win instead of ending after the first bingo. Start with a traditional five-in-a-row prize, then continue with a Four Corners round, an X pattern, or a final Blackout Bingo. You can increase the prize value as the afternoon goes on. Add occasional messages such as 'Next number in 10 minutes!' to build anticipation.

- First Bingo - gift card or small cash prize
- Four Corners - company swag, preferred parking, or another workplace perk
- Blackout Bingo - the afternoon's grand prize

PRIZE IDEAS

Prizes can be as simple or as exciting as the company wants. Consider gift cards, donated prizes, company swag, preferred parking, an extended lunch, a leave-early pass, or a cash prize funded from a predetermined portion of the bingo proceeds. Donated prizes allow more of the money raised to support United Way.

HELPFUL TIP

Set the schedule, winning patterns, prize amounts, and tie-breaking rules before the game begins and share them with employees. If two people call BINGO from the same announced number, either award both a prize or use a pre-announced tie-breaker. Keep a master record of every number called so winning cards can be verified quickly.

WHY IT WORKS Easy to organize • Employees can keep working • Builds anticipation • Works across departments • Simple fundraiser with broad participation