Making your United Way campaign fun is the best way to get people engaged and excited to give to United Way fundraisers. If you want to boost excitement and provide an opportunity for camaraderie for the employees of your organization, you’re in the right place. Here are some ideas to get you started!

Campaign Ideas

**THEMES** can help create excitement and energy for the campaign.
- Bold Goals
- LIVE UNITED
- Super Heroes
- Reality TV Shows
- Carnival
- Game Show
- Hollywood – Movies, Oscars, Walk of Fame
- Sports/Olympics
- Travel
- Wild West
- Construction - great idea if you’re currently remodeling your office
- 60’s, 70’s, 80’s, 90’s
- Tailgate Party - Go Bison!
- Back to School/Homecoming Week

‘FUN-RAISERS’ can be used to raise awareness of the campaign and can be help as kick-off or wrap-up events.
- Jeans Day or themed casual days
- Bake sales/basket sales
- Ice cream social
- Team/department challenges
- Managers serve breakfast/lunch
- Office decorating contests
- Dunk the CEO or senior leadership
- Golf/mini-golf tournaments
- Raffles
- Silent auctions
- United Way t-shirt – order at FargoStuff.com
- Balloon or candy grams
- Picture matching games (use baby photos, senior pictures, etc. for a fun guess who game)
- Talent show
- Cake walk
- Chili/soup/casserole kick off contest
- Wii/Switch tournaments
- Office Olympics
- Board game contest
- Children’s drawing contest

**INCENTIVES** are a great way to create excitement. A large budget isn’t necessary.
- Personal day off
- Sleep-in/long lunch pass
- Chair massages
- Jeans/casual day passes
- Covered/close to the door parking spots
- Sports/show/movie tickets
- Company swag
- Free lunch pass
- Weekend at vacation home/unused time share or cabin
- Lunch or coffee with CEO or senior leadership
- Gift cards – retail, gas, oil change, etc.

Flip page for more ideas!
Planning an event to engage your employees virtually? Here are a few fun ideas!

- Virtual cooking/mixology classes
- Virtual wine tasting
- Virtual lunch and learns
- Community Partner tours
  
  Want to experience the work of United Way of Cass-Clay first hand? Reach out to our team to book a community partner virtual tour!
- Virtual paint or craft class
- Virtual concert, performance, talent or comedy show
- Trivia
  
  Play general trivia or for a fun twist see who knows their co-workers the best! Make trivia questions by collecting baby photos and interesting facts about participants.
- Gaming tournament
  
  Vote on members of your leadership team to go head to head in an online gaming tournament complete with virtual spectators, of course!
- Bingo
- Opportunity Matters
  
  Check out details at unitedwaycassclay.org
  
  Move this popular activity online for your team and discover why it is so important to invest in opportunities for families and children to have a better tomorrow.
- Tiny campfire
  
  Bring all the perks of a campfire indoors! Provide each employee with a s’more making kit and log onto your preferred virtual platform to share stories and enjoy the company.
- Coworker feud (like Family feud)
- Pictionary
- T-shirt sales
  
  Get your co-branded LIVE UNITED t-shirts through Office Sign Company! A portion of each sale benefits United Way of Cass-Clay.
- Lightning scavenger hunt
  
  Have to find the object in your house and come back the fastest
- Hidden objects
  
  Each person is given an item they have to hide within their frame
  
  Host sends out a list of items they should be looking for, not knowing who has hidden which object
- One word to rule them all
  
  Pick a word at the beginning of the call
  
  Pick an action that should be done each time that word is said (Jumping Jack, push up, moose antlers...)

Pick one, two or any number of events to enhance your campaign.

These are great ways to bring teams together, revitalize your campaign and raise money for United Way all at the same time!

Our team is here and ready to help you make your campaign the best it can be!

Please feel free to reach out to our team for ideas, support, and resources. We would love to hear from you!

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