

# Campaign Activities

Get creative and have fun!

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED** 

## RAFFLE FOR A CAUSE

Put an incentive out there such as: vacation time or a long lunch (with permission of course)

Have your staff use talents and connections to put together gift baskets

Ask staff to make or donate items for an auction

## TEAM SPIRIT TAILGATE

Invite employees to wear their favorite team gear on a certain day. Host a 'Tailgate Party' during lunch and people can bring their favorite dish to share.

You can also add a sports trivia contest!

## BOOK DRIVE

Mix it up with different ways to give. Encourage staff to bring books of all reading levels in new or gently used condition. You can then donate them to the location of your choice! (Lending Libraries, Hightower Place, Associate Benevolent Society, YWCA and so many more)

## JEANS DAY

Choose a weekday, campaign kickoff, or another desig-

## ICE CREAM SOCIAL

Set up an ice cream bar with a variety of favorite toppings. It becomes a fundraiser when you charge a dollar a scoop or a can of food per scoop.

## 50/50 DRAWING

Send out messaging that to wrap up campaign you will have a 50/50 drawing. This will bring people in for your final in-person ask as well as offer incentive to give.

You may want to mix it up and have mystery sundaes, find fun prizes for the winner.

## GIVE 5

Encourage to give \$5. Tell 5 friends about United Way. Volunteer 5 hours. Gather 5 friends and advocate for the services in the community. Share everyone's ideas. Promote LIVE UNITED.

**This is a great opportunity for gathering your colleagues for a brainstorm. United Way staff and Agency Partner Volunteers can over ideas or even participate in your special event day! It is always great to have someone with good energy and a passion for the cause to engage your team.**

**This is just a short list of ideas. Feel free to branch out and share new ideas with United Way staff as well!**