

100 Low Budget Campaign Ideas

Educational Ideas

1. Hold campaigner training at a United Way agency
2. Agency tours - Have regularly scheduled staff meetings at an agency
3. Employee testimonies - At UW meetings, in mass e-mails, or broadcast voicemail
4. United Way fact-of-the-day e-mails
5. United Way trivia contest on-line or at meetings
6. United Way Monopoly - Create a large size monopoly game with United Way facts and member agencies
7. United Way fact-filled screensavers
8. Bring the agencies to you - Hold an agency fair in a high traffic area of your building

Leadership Giving Ideas

9. Breakfast or lunch at a UW agency with a tour
10. Breakfast and UW speaker at the office
11. Rush Hour Wine Tasting (with donated wine and cheese)
12. Golf, tennis, racquet ball with CEO
13. Serenade them with singers
14. Serve an assortment of gourmet desserts at your United Way meetings
15. Steering committee members do a children's arts and crafts project with UW agency beneficiaries to produce gifts for leadership givers
16. Executive home tours

Contest / Game Ideas

17. Candy Jar Guess - Gum balls, jelly beans, or use paper clips, straight pins, rubber bands, etc.
18. Door prizes to attend kickoff
19. E-mail contest to name the theme
20. Hamster race
21. Shoe kicking contest
22. Game shows (Who wants to be a Millionaire?, Jeopardy, Wheel of Fortune)
23. Aluminum foil sculpture contest
24. Paper airplane contest
25. Stick horse or tricycle race
26. Lego block building contest
27. "Big Hair" contest
28. Oldest company t-shirt contest
29. Name that face contest
30. Whose legs are these?
31. Pie throwing contest

Miscellaneous Ideas

32. Mass Voice Mail
33. Campaigners get to wear United Way T-shirts for Casual Fridays to advertise campaign
34. Casual Day stickers
35. Dress up days for casual companies Prizes
36. Drawing for \$1,000 contributors to receive dinner with CEO & spouse at his/her home
37. Executive-for-a-day
38. Ask each of the executive team to donate a prize for an auction
39. Services donated by employees (pet sitting, car wash, etc.)
40. Breakfast or lunch with CEO and 3 friends
41. Limousine lunch
42. Free lunch in company cafeteria
43. An extra day off for a 10% pledge increase
44. Golf with the CEO at his/her country club
45. Free parking or use of executive parking space
46. Drawing for first-time givers
47. Prizes to random picks for wearing UW buttons on Fridays
48. Prizes for turning in forms early

49. Weekend in the executive's beach house
50. Drawing for free trip using the company's frequent flyers miles
51. Lunch or breakfast with leaders – several members of the executive team will dine together and give the winner career pointers
52. Cook out at an executive's home
53. American Idol talent show
54. Silent auctions
55. Live auctions
56. Bake sale with cook book
57. Car wash
58. Coney Island style cookout
59. Employee craft show
60. Kiss-the-Creature contest
61. Popcorn sale
62. Raffles (donated prizes)
63. Shoe shining
64. Pet show and competition
65. Garage sale (office clutter, surplus supplies, old computers, etc.)
66. Hershey Hugs sale
67. Executive Sumo Wrestling match
68. Sand castle building contest
69. Movie day - charge admission and serve popcorn
70. Hat day
71. Halloween Parade
72. Plant and flower sales
73. Tortoise and the Hare race
74. Potluck lunch
75. In-house telethon to call for employee pledges
76. Ugly hat day or ugly sport coat
77. Jail-a-thon - Employees are arrested and jailed in a public place. Co-workers have to bail them out
78. Bowl-a-thon, Walk-a-thon, Dance-a-thon
79. Bike race

Themes

80. Decades (50's, 60's, 70's, 80's)
81. Christmas in September
82. Back to School
83. Beach Party
84. Carnival Games (putt putt, pool, ring toss)
85. Mardi Gras
86. Movie themes (Charlie's Angels, Men in Black, Mission Impossible)
87. Mystery
88. Political Scandal
89. Olympics
90. Scavenger Hunt
91. Hawaiian Luau
92. Sports

Thank You Ideas

93. Build-your-own sundae party
94. Handwritten notes from the campaign steering committee
95. Early dismissal for increasing pledge to a specified level
96. Executive team walks the floor to say a personal thank you to employees
97. Campaign committee walks the floor to say thank you and pass out treats
98. Purchase small thank you tokens from United Way store or agency
99. Hot chocolate and whipped cream party on a cold day
100. Executives serve lunch to employees