

WORKPLACE GIVING CAMPAIGN ENHANCEMENT IDEAS



UNITED WAY
Northwest Arkansas

There are endless ways to raise additional funds outside of the original pledges made during campaign kick-off. As a reminder, special events will be added to your company's total. Below is a breakdown on some great ways to enhance your company's campaign total and employee involvement.

Ways to Increase Employee Participation

As for most things, one of the easiest and most effective ways to increase involvement is to offer incentives. There are many ways a company can do this that achieve the goal while boosting morale and company culture around the campaign:



Teams

Group employees into teams and offer incentives for the team with the highest campaign participation percentage, most special events won/participated in, etc.



Raffles

Any employee who donates \$10 or more could have their names entered into a raffle for office prizes.



Collective Incentive

If X number or percentage of total employees donate or participate, your office could offer a collective prize.

Prizes for participation in these activities could include:

- Priority Parking Spot
- An Extra Day of PTO
- Catered Lunch for the Group
- Gift Cards to Local Places or Office Favors

Special Event Ideas

Special events are a fun way to not only increase your company's campaign total, but also to promote a fun workplace atmosphere and promote team building. It is important to note that special events can be done year-round and not only during the campaign timeline.

Event	How It Works	Giving/Participation
Chili Cook-Off	Employees compete for best chili; coworkers vote	\$5 donation = one vote
Dessert Wars	Teams bring desserts and employees judge	Donate to sample/vote
Jeans/Casual Day OR Specific dress up day	Employees pay \$5 to wear jeans	Simple participation opportunity
Pizza Lunch Challenge	If the company reaches a participation goal, leadership buys pizza	Reward is tied to participation
United Way Trivia / Trivia for United Way	Trivia over lunch with teams competing	Small donation or pledge = points or entry into competition
Office Olympics	Silly competitions: paper airplane, chair races, cup stacking, etc.	Teams earn points through participation and giving; donate to enter the games
Pie the Boss	Employees donate for a chance to pie a leader	Leadership participation makes this especially fun
Boss for a Day	Employees vote/donate for silly “boss” privileges	Winning employee gets fun perks for a designation day/time
Pet Photo Contest	Employees submit pet pictures	Donate to vote for favorite
Pumpkin Decorating Contest	Departments decorate pumpkins and vote	Donation = voting ticket
Ugly Sweater Contest	Employees dress up; office votes	Donation = vote
	Food, games, jerseys, and	

Tailgate Party	friendly department competition	Incorporate a giving participation challenge
Breakfast with Leadership	Leadership serves breakfast	Employees participate by making a pledge or learning about United Way
Ice Cream Social	Company provides treats after reaching a campaign milestone	Celebrate participation rather than dollars

Make it a Competition Between Departments - Especially Effective for Larger Employers

Create a United Way Workplace Campaign Challenge where departments compete throughout the campaign.

Points could be award for:

- Percentage of employees participating
- New donors
- Recurring donors
- Attending campaign events
- Volunteering
- Team fundraising
- Sharing United Way information
- Meeting department goals

Then have a **Campaign Champion Trophy** that travels to the winning department each year.

You could even create fun awards:

- 🏆 **Most United Way Spirit**
- 🎉 **Best Campaign Event**
- 💪 **Highest Participation**
- ❤️ **Most Community-Minded Team**
- 💰 **Top Giving Team**
- 🌟 **Best New Campaign Idea**

Events That Involve Leadership

These can create a lot of energy because employees love seeing executives participate.

“You Pick, We Do It” Challenge

If the company reaches 75% participation, the CEO has to do something employees vote on—wear a ridiculous costume, perform karaoke, work from a silly desk setup, etc.

CEO Dunk Tank

Employees donate for chances to dunk leadership.

CEO vs. Employees Game

Basketball, volleyball, trivia, cornhole, bowling, etc. Employees donate to participate or cheer.

Leadership Lip Sync Battle

Employees vote for their favorite executive performance.

Boss Auction

Employees donate for fun “boss experiences” Examples: CEO brings your coffee, takes your meeting, wears your team jersey, etc.

Connect the Fun to United Way's Mission

Add a very short **“Why It Matters” moment** to each activity.

For example:

\$25 can help make a difference.

Your workplace giving helps United Way NWA bring people and resources together to address local needs and create stronger communities.

Or have a **“Community Impact Wall”** where employees can see the areas their workplace giving supports. (These Impact items can be found at unitedwaynwa.org or can be supported by your local United Way contact)