

## Top Campaigns...

- ✓ Set **goals**
- ✓ Include **speakers/videos** to show impact of donations
- ✓ Include **special events**
- ✓ Send **follow up** emails to remind employees of campaign events and deadlines
- ✓ **Thank** donors and volunteers
- ✓ Are **FUN!**

## Possible incentives for people to donate to your company's campaign:

- "Long Lunch" or "Sleep In" passes
- Jeans Day/Casual Day for United Way
- Donors are entered into drawings for prizes
- Top-raising department or site gets a special lunch or ice cream sundae party

Fundraising events are **fun for employees AND raise \$\$ for your community!** Here are some ideas for fun campaign events:

- **Duct tape a supervisor to the wall.** Employees can donate \$10 to get a strip of duct tape to help duct tape the supervisor to the wall. *If you've got a manager or top executive who is game for fun, this could be a great addition!*
- **Hot dog eating contest/chicken wing eating contest.** Solicit a store or restaurant to supply the food and ask employees to pay to enter the contest.
- **Food Truck Lunch.** Ask a food truck to park outside your site for your campaign launch day, and put out "tip jars" for donations.
- **Silent Auctions and Raffles.** Prize ideas include: day off on your birthday and/or extra PTO day, lunch with the CEO, reserved parking for a month/year, donated week at a cabin, baskets made by each department, gift certificates from local restaurants, etc.
- **Virtual "Food Fight".** Utilize our crowdfunding pages to have different departments/sites participate in a food fight. Our crowdfunding pages will allow departments to upload their own videos/messaging, and raise funds to fight hunger. For example, a \$5 donation = a case of bananas, a \$25 donation = Thanksgiving meal for a family, etc.