



## Campaign Ideas:

- Stop thinking about the money! Ask folks to join the “**One Hour Club**” – give one hour of your pay per month.” (Include the 1 ½ hour club, and Double Time Club!)
- No time for a meeting? Take the meeting to your employees with a *rolling meeting!* Bring around an ice cream cart, offering ice cream and information!
- Go “**all inclusive!**” In exchange for giving \$120 to the United Way Community Fund (receive a United Way Caring Club Card!) on the first day of the campaign, employees “buy” entry into *all* campaign events for the week, otherwise it’s pay as you go!
- Can’t reach all the employees yourself? Use the “train the trainer” model! Have a meeting to “train” all of the team members who will deliver the campaign message to your employees. Your UW representative can help with these training sessions.
- Every department earns a pizza party when they achieve 80% participation (participation is calculated based on pledge cards turned in, not gifts).
- Have your own “Best of” contest...you pick the contest! Chili, dessert, jingle-writing?! Ask employees to vote with dollars and cents!
- Choose a campaign theme and have a contest. Design a poster, t-shirt, or logo to best represent your campaign theme: Everyday Heroes, Carinval, or “How I live United.”
- Ask employees to share why they give. Share anonymously or create a “Hall of Fame,” (or the Hall of Justice if you’re using a Superhero theme!).

