120 Low-Budget Campaign Ideas

Educational Ideas
1. Agency tours—have regularly scheduled staff meetings at an agency
2. Employee testimonials—at UW meetings, in mass e-mails, or broadcast voicemail
3. United Way fact-of-the-day e-mails
4. United Way trivia contest on-line or at meetings
5. United Way Monopoly—create a large size monopoly game with United Way facts
6. United Way fact-filled screensavers
7. Bring the agencies to you—hold an agency fair in a high traffic area of your building
8. Smarties game—to demonstrate poverty

Leadership Giving Ideas
9. Breakfast or lunch at UW agency with a tour
10. Breakfast and UW speaker at the office
11. Wine or craft beer tasting (with donated wine/beer 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. Executive home tours

Contest/Game Ideas
16. Candy jar guess—gum balls jelly beans, or use paper clips, straight pins, rubber bands
17. Door prizes to attend kickoff
18. E-mail contest to name the theme
19. Hamster race
20. Shoe kicking contest
21. Game shows (Who wants to be a Millionaire?, Price is Right, Jeopardy, etc.)
22. Aluminum foil sculpture contest
23. Hula hoop competition
24. Stick horse or tricycle race
25. Lego block building contest
26. “Big Hair” contest


27. Oldest company t-shirt contest
28. Name that face contest
29. Whose legs are these?
30. Pie throwing contest
31. Bingo
32. Cupcake wars
33. Games night
34. United Way Monopoly with partner agencies in place of street names
35. Guess the baby contest
36. Battle of the sexes
37. Penny wars
38. Office Olympics

**Miscellaneous Ideas**
39. Mass voicemail
40. Balloon blast
41. Casual day stickers
42. Dress up days for casual companies prizes
43. Dunking booths with managers in tank
44. Executive-for-a-day
45. Ask each executive team to donate a prize for an auction
46. Services donated by employees (pet sitting, car wash, etc.)
47. Breakfast or lunch with CEO
48. CEO to kiss an animal (donkey, pig)
49. Free lunch in company cafeteria
50. An extra day off for a 10% pledge increase
51. Work someone’s job
52. Free parking or use of executive parking space
53. Drawing for first-time givers
54. Prizes for turning in forms early
55. Opposing team colors-manager to wear rivals team colors
56. Drawing for free trip using the company’s frequent flyers miles
57. Lunch or breakfast with the leaders
58. Cook out at an executive’s home
59. American Idol talent show
60. Silent auctions
61. Live auctions
62. Bake sale with cookbook
63. Car wash
64. Employee craft show
65. Kiss-the-creature contest
66. Popcorn sale
67. Raffles (donated prizes)
68. Shoe shining
69. Pet show and competition
70. Garage sale (office clutter, surplus supplies, old computers, etc.)
71. Hershey Hugs sale
72. Executive sumo wrestling match
73. Sand castle building contest
74. Movie day-charge admission and serve popcorn
75. Hat day
76. Halloween parade
77. Plant and flower sales
78. Potluck lunch
79. Dress up the boss
80. Ugly hat day, ugly sport coat day, or ugly tie day
81. Jail-a-thon-Employees are arrested and jailed in a public place
82. Bowl-a-thon, walk-a-thon, dance-a-thon
83. Shave the boss’s head or dye the boss’s hair/beard
84. Lip Sync Battle
85. Fashion show
86. Flamingos
87. Wacky wager
88. Kid’s poster contest (for employee children)
89. Karaoke club (employees pay to have a fellow employee sing, employees pay or sing)
90. White elephant auction

**Themes**
91. Sports (Be part of the team that makes great things happen)
92. Decades (50’s, 60’s, 70’s, 80’s)
93. Christmas in September
94. Back to school
95. Beach party
96. Carnival games (putt putt, pool, ring toss)
97. Mardi Gras
98. Movie themes (Charlie’s Angels, Men in Black, Mission Impossible)
99. Mystery
100. Political scandal
101. Olympics
102. Scavenger hunt
103. Hawaiian luau

**Incentive Ideas**
104. Donuts & coffee or pizza party
105. Round of golf
106. Early dismissal for increasing pledge to specified level
107. Work an hour of the shift
108. Early dismissal on a Friday
109. Purchase small thank you tokens from United Way store or agency
110. Clean off icy windshields during the first snow
111. CEO/President delivers coffee each morning for a week
112. T-shirt giveaways
113. Jeans day
114. Backyard/parking lot BBQ
115. Bakery cart or bake sale
116. Boss cooks for you
117. Brown bag/agency lunch
118. Thank you mugs
119. Build your own sundae party
120. PTO Day

**Most importantly HAVE FUN with whatever you do. Giving back should feel good - we are here to help!**