UNITED WAY
Northern New York

10 Fun Ways to Energize Your United Way Campaign

1. **Spirit Week** – Use this high school throwback for a full week of fun! Pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day… you get the idea! If needed, set a time for a virtual call to show your spirit, or just let it show in video meetings. Raffle a prize at the end of the week for all who participate.
2. **Pizza Day** – Host a pizza party and have your employees purchase their pizza slices at a set amount of money ($1 - $5).
3. **Sweet Incentive** – Design cookies or some other yummy treat for your employees and deliver them with their campaign materials!
4. **Dress Up Day** – Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie... anything to get out of comfy clothes and have some fun!
5. **Special Delivery** – Beep, beep… have your company executives deliver lunch to the highest bidder/donor or raffle winner!
6. **Jeans Day** – Have a Casual Friday where everyone gives at least $1 to wear jeans/something casual. This is an easy one!
7. **Department Challenge** – Challenge internal departments with prizes for the most United Way campaign donors, the highest increase in average gift, or the first department to complete donations.
8. **Cutest Pet Contest** – Print/post pet pictures to a board or send via email, and have people vote with dollars on the cutest furry friends.
9. **Lunchtime Bingo** – Play Bingo at Lunchtime on your chosen day or send Bingo card documents and call numbers via Zoom if needed. Charge for each card and offer a prize for the winners.
10. **Candy Count** – Pack a candy jar full and charge a small donation to guess the count. The winner will get the large jar of candy! You can always do this virtually, too!

Most importantly, have fun with your campaign. Use this opportunity to not only support our friends and neighbors in need, but to tap into the team spirit at your workplace.

Need help getting started? Reach out to us at (315) 788-5631.