

# CAMPAIGN ACTIVITY IDEAS



**UNITED WAY**  
Greater Lafayette

United Way of Greater Lafayette is here to help make your workplace campaign as successful as possible. Hosting fun and engaging activities is a great way to raise awareness about United Way while also bringing your team together. To help get you started, we've put together a list of creative and easy campaign ideas that can make a real impact. Feel free to choose a few of these activities to energize your team and raise funds for United Way at the same time!

## CONTESTS & GAMES

**Pie-Eating Contest** – Choose employees or managers to compete in a pie-eating contest. Tie participants' hands behind their backs and see who can eat the most cream pie in a set time.

**Celebrity or Employee Impersonation Contest** – Employees dress or act as their favorite celebrity or even a fellow coworker. Create a judging panel and award prizes.

**Look-Alike Contest** – Employees dress up as famous personalities like Elvis or Madonna. Coworkers vote for the best look-alike.

**Ugliest Tie or Hat Contest** – Have employees wear their ugliest ties or hats. Coworkers vote with \$1 donations. The person with the most votes wins.

**Basketball Shooting Contest** – Charge employees for a timed round of shooting baskets. The person who scores the most baskets wins a prize.

**Pumpkin Carving Contest** – Employees purchase pumpkins and pay a small entry fee. Award prizes for categories like most creative, scariest, or funniest.

**Scavenger Hunt** – Create a list of items employees must find around the office. Participants pay to enter and compete for a prize.

**Mystery Hunt** – Send clues via email that lead employees to a United Way agency or coworker connected to United Way. This is a great way to educate staff about community impact.

**Company IQ Test** – Create a fun quiz based on your company's history or products. Employees pay to participate, and the highest score wins.

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## CONTESTS & GAMES, CONT.

**United Way Trivia Challenge** – Send daily trivia questions about United Way programs for a week. Employees who answer all correctly are entered into a drawing.

**Executive Dare** – Challenge employees to reach a fundraising goal. If they succeed, a manager or executive must complete a funny dare.

**United Way Jingle or Video Contest** – Departments create a short jingle, video, or commercial about United Way and present it to coworkers or judges.

## WORKPLACE FUN & ENGAGEMENT

**Casual Day / Jeans Day** – Employees donate a small amount to dress casually for the day.

**Crazy Hat (or Pajama) Day** – Employees pay to wear crazy hats, themed outfits, or pajamas. Offer a prize for the most creative look.

**Coin Wars** – Departments collect spare change in containers. The department with the most change wins.

**Change Jar** – Place a jar in the break room where employees can donate spare change throughout the campaign.

**Compliment-O-Gram** – Employees pay a small fee to send anonymous compliments to coworkers.

**Balloon-O-Gram** – Send balloons with messages to coworkers for a donation.

**Top Ten List Contest** – Have employees submit their “Top 10 Reasons to Support United Way.” Share the winning list in newsletters or around the office.

**Payday Reminder** – Hand out Payday candy bars as a fun reminder that employees can pledge through payroll deduction.

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## FOOD & TREAT FUNDRAISERS

**Chili Cook-Off** – Employees bring their favorite chili recipe. Coworkers pay for lunch and vote for their favorite.

**Bake Sale or Craft & Food Sale** – Employees donate baked goods, garden produce, or homemade items to sell.

**Potato Bar** – Sell baked potatoes with a variety of toppings for lunch.

**Build-Your-Own Ice Cream Sundae Bar** – Employees pay to create their own ice cream sundae with different toppings.

**Tailgate Party** – Sell hot dogs, chips, and drinks during a themed tailgate lunch.

**Midnight Breakfast** – Serve breakfast at midnight for third-shift employees, prepared by leadership or managers.

**Summer Picnic** – Host a company picnic with games like cornhole, ladder golf, water balloon toss, or tug-of-war.

**Turkey Giveaway** – Raffle off a turkey or grocery gift card near Thanksgiving.

**Guessing Game** – Fill a jar with candy and charge employees to guess how many are inside. The closest guess wins.

## SPORTS & TEAM ACTIVITIES

**Company Olympics** – Teams compete in Olympic-style or “Minute to Win It” games. Teams pay to participate.

**Team Sports Tournament** – Host tournaments such as ping-pong, volleyball, or board games.

**Bowling Tournament** – Partner with a bowling alley for discounted lanes and host a company tournament.

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## SPORTS & TEAM ACTIVITIES, CONT.

**Walk-a-Thon or Bike-a-Thon** – Employees collect pledges and participate in a walking or biking event.

**Mini Indy 500** – Race remote-controlled cars through an obstacle course made from office supplies.

## AUCTIONS, RAFFLES & SALES

**Silent Auction** – Auction off donated items or services like cooking, crafts, car washing, or even lunch with an executive.

**Employee Raffle** – Employees donate items like event tickets, homemade goods, or vacation home stays to raffle off.

**Themed Basket Raffle** – Departments create themed baskets (movie night, spa day, sports, baking, etc.) and employees buy raffle tickets.

**50/50 Raffle** – Half of the proceeds go to United Way and half go to the raffle winner.

**Reserved Parking Auction** – Auction off a prime parking space for a week or month.

**Lunch with the CEO Raffle** – Employees enter a raffle for lunch with company leadership.

**Extra Day Off Raffle** – Raffle off an extra vacation day or half-day.

**Balloon Pop** – Employees purchase balloons that contain notes revealing a prize.

**Rummage or Garage Sale** – Employees donate items from home to sell, with proceeds benefiting United Way.

**Plant Sale** – Employees donate extra plants or perennials from their gardens to sell.