

2009 Campaign Ideas

THEMES

Themes help create excitement and energy for the campaign. Themes are often related to your organization or pop cultures and are used to help drive results.

- Live United
- Super Heroes
- Reality TV – Survivor, American Idol
- Carnival Theme with Dunk Tanks, etc.
- Driving Results – Car/Race Theme
- Beach
- Hawaiian – Luau
- Hollywood – Movies, Oscars, Walk of Fame
- Power of Giving
- Sports/Olympics
- Travel/Around the World
- Wild, Wild West

“FUN RAISERS”

“Fun Raisers” can be used to raise awareness of the campaign and can be held as kick-off or wrap-up events. If your “Fun Raiser” is intended to solicit contributions make sure to hold the event after your payroll pledge drive.

- Jeans Day – “sell” jeans day for a certain dollar amount
- Bake Sales/Food Sales/Basket Sales
- Balloon Grams – For \$1 send a Thank You/Best Wishes to fellow employees
- Ice Cream Social
- Team/Department Challenges
- Managers Serve Breakfast/Lunch
- Book Sale – Sell donated used books
- Car Wash – Sr. Management washes cars
- Cube Decorating Contests
- Dunk the Executives
- Golf Tournaments
- Raffles for donated items
- Silent Auction – Use email to auction off donated items

INCENTIVES

Many organizations provide incentives tied to their campaign goals. A large budget is not necessary for incentives – there are many free incentives you can offer to employees for participating in the campaign. These items can also be donated and used in silent auctions.

- Angel Day/Extra Personal Day Off
- Sleep-in Passes
- Chair Massages
- Jeans/Casual Day Passes
- Covered Parking
- Movie Passes
- Free Lunch Passes
- Weekend at Vacation Home/Unused Time Share
- Lunch with CEO or other Executive
- Tickets to Valley Events or Sports Events
- Gift Cards – Retail, Gas, Oil Change, etc
- Organizational Logo Items