



## 2011 CAMPAIGN IDEAS

### THEMES

Themes help create excitement and energy for the campaign and are used to help drive results. Examples include:

- Live United
- Super Heroes
- Reality TV – The Amazing Race, American Idol
- Carnival Theme with Dunk Tanks, etc.
- Driving Results – Car/Race Theme
- Beach
- Hawaiian Luau
- 60's, 70's, 80's Theme
- Hollywood – Movies, Oscars
- Power of Giving
- Sports/Olympics
- Travel/Around the World
- Wild, Wild West
- Game Show

### FUNDRAISERS

“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 balloon 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 CEO or senior leadership
- Golf Tournaments
- Raffles for donated items
- Silent Auction – Use e-mail to auction off donated item

### 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/ Long Lunch Passes
- Chair Massages
- Jeans/Casual Day Passes
- Covered/Close Parking
- Show/ Sports/ Movie Passes
- Free Lunch Passes
- Weekend at Vacation Home/Unused Time Share
- Lunch with CEO or senior leadership
- Sports Tickets or other Valley Events
- Gift Cards – Retail, Gas, Oil Change, etc.
- Organizational Logo Items



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