

SAMPLE WORKPLACE CAMPAIGN SCHEDULE: ONE WEEK

Check out our full list of campaign activities and talk to United Way Staff for more ideas:
UnitedWayGMWC.org/Fundraising-Activities

MONDAY | CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, United Way, and a nonprofit partner. United Way can also provide [videos](#) to play at kickoff.

TIP: [Incentivize employees](#) by providing food and/or raffling off a prize to attendees.

TUESDAY | CAMPAIGN ACTIVITY 1 (EX: TRIVIA)

Compete in a quiz about coworkers, your company, United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

TIP: Suggest a small donation amount to participate in campaign activities.

WEDNESDAY | VOLUNTEER DAY

Encourage employees volunteer with a kit pack activity, collection drive, or by heading out to a nonprofit partner to volunteer. United Way can help plan this [volunteer activity](#).

THURSDAY | CAMPAIGN ACTIVITY 2 (EX: SEASONAL ACTIVITY)

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

FRIDAY | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: [Incentivize employees](#) by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

ALL WEEK | AUCTION

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.

Start Planning! Head to UnitedWayGMWC.org/Campaign-Planning for:
Campaign Activities & Prizes
Success Stories & Videos
Email Templates & Marketing Materials

Campaign Themes

- Decades (80s, 90s)
- Carnival
- Fall & Halloween
- Being a Kid
- Superheroes
- Night at the Movies

Campaign Incentives

- Premiere parking
- Time off
- Food, coffee, treats
- Company swag
- Don't forget to promote United Way's [Give & Win Sweepstakes!](#)
- View our full list of incentive ideas

Communicate Daily

- Ask employees to share why they give
- Share [success stories](#) and [videos](#)
- Use the sample communications and campaign materials
- Use the Calculate Your [Impact calculator](#)

SAMPLE WORKPLACE CAMPAIGN SCHEDULE: TWO WEEKS

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MONDAY | CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way!
Speakers can include company leadership, United Way, and a nonprofit partner.

WEDNESDAY | UNITED WAY WEEK

Encourage your employees to post on social media using our [Social Media Toolkit!](#)

TIP: Use prompts and a company hashtag to share your message across networks.

FRIDAY | EARLY BIRD DRAWING

Provide an extra incentive for those that donate by the end of the day. Add donors' names to a drawing for an extra PTO day, Coffee with the Boss, or a Flee at 3 Coupon!

MONDAY | VOLUNTEER OPPORTUNITY

Host an all-company kickoff to share the importance of United Way!
Speakers can include company leadership, United Way, and a nonprofit partner.

WEDNESDAY | SPECIAL EVENT (EX: TRIVIA)

Encourage your employees to post on social media using our Social Media Toolkit!

FRIDAY | CLOSING CELEBRATION

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SAMPLE WORKPLACE CAMPAIGN SCHEDULE: ONE MONTH

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TIP: [Incentivize employees](#) by providing food and/or raffling off a prize to attendees.

WEEK 2 | UNITED WAY WEEK

Encourage your employees to post on social media using our [Social Media Toolkit](#)!

TIP: Use prompts and a company hashtag to share your message across networks.

WEEK 3 | VOLUNTEER WEEK

Provide several volunteering opportunities in-person or virtual. United Way can help plan a kit pack activity, collection drive, or an event at a nonprofit partner.

WEEK 4 | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: [Incentivize employees](#) by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

ALL MONTH | AUCTION

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include donated photography, home cooked meals, an extra vacation day, and more.

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