EMPLOYEE CAMPAIGN COORDIATOR BASICS

EVENTS AND INCENTIVES

Campaign-focused events and incentives can be the keys to generating enthusiasm and interest among employees. Here are some fun ways to bring people together to increase participation and dollars raised.

Event Suggestions and Ideas:

Food brings People Together! Whether you cookout or cook-off your initial campaign meeting needs to grab your employees attention and encourage them to attend.

Host a Cook-Off Fundraiser!

Ask your co-workers to bring in their favorite crockpot recipe. For a donation, employees can fill their plates and vote for their favorite dish. Bragging rights all around for the winning recipe.

A Penny Saved is a Penny Raised

Host a coin challenge - vote for your department with pennies, and subtract from others by adding dimes, nickels, and quarters!

Make it a fundraiser – with Office Olympics!

Set up games like paper clip jump rope, office chair races or trashcan basketball. Allow teams to "buy" head starts and other advantages, all benefitting your campaign. Incentives reward those who participate in the campaign.

OR

Get the team on the field

with a company kickball or pickleball tournament! Have a team entry fee, offer food and beverages to purchase at the game for athletes and friends.

IDEA

Make a Match

One of the most successful ways to grow your campaign is to offer a corporate match for employee giving. Sharing in the investment means sharing in the impact!

INCENTIVE IDEAS

Consider incentives for employees who:
- Make their pledge (portal or paper) on the first day, or during the kickoff event
- Give generously at the leadership level ($1,000 or more)
- Donate for the first time
- Increase their previous year's donation

OTHER IDEAS

Casual dress day, VIP parking spaces, PTO days (half or full), shirts/hats/other company apparel, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community businesses, event admission passes.