

2026 - 2027

ENGAGEMENT TOOLKIT



UNITED WAY
Champaign County

Campaign Tip #1: Leverage Leadership

Leverage Leadership: Visible leadership participation is one of the strongest drivers of campaign success. Encourage executives and managers to actively support the campaign through communications, friendly competitions, kickoff events, and personal participation.

Engagement Ideas

Friendly Challenges

Change Wars

Departments compete to collect the highest total in their collection jar.

How it works:

- Coins count as positive points for your team.
- Dollar bills placed in another team's jar count as negative points.
- The team with the highest total wins.

Office Challenge

Raise donations by encouraging leadership participation in fun workplace challenges such as:

- Pie in the Face
- Dunk Tank
- Push-Up Challenge
- Other workplace-friendly competitions

Trivia, Bingo, or Games

- Trivia contests
- Bingo games
- Board game tournament
- Video game competition

Charge an entry fee and award small prizes to winners.

Contests & Voting

Cutest Pet Contest

Employees submit pet photos and coworkers vote with donations.

Childhood Photo Contest

Display childhood photos and have employees guess who's who or vote for their favorites.

Best Costume Contest

Perfect for Halloween or themed celebrations.

Kids Coloring Contest

Invite employees' children to participate and let coworkers vote on their favorite entries.

Pumpkin Decorating

Painted, carved, or decorated pumpkins compete for votes.

Door Decorating Contest

Departments or individuals decorate office doors or workspaces around a theme.

Food & Beverage

Bake (or No-Bake) Sale

Sell homemade treats—or ask employees to donate to avoid baking altogether.

Chili or Soup Cook-Off

Employees bring their favorite recipes, coworkers pay to sample and vote.

Ice Cream Social

Create a sundae bar and charge by scoop or topping.

Coffee Cart

Bring coffee, tea, and snacks around the office for donations.

Themed Potluck

Examples include:

- State Fair Favorites
 - International Cuisine
 - Comfort Foods
 - Tailgate Foods
- Charge a small participation fee.



The trophy icon denotes campaign strategies that have shown high levels of engagement.

Campaign Tip #2: Incentivize Early Giving

Incentivize Early Giving: Offer employees who submit their pledge early additional chances to win prizes through daily drawings. Examples include reserved parking spots, event tickets, lunch with leadership, extra PTO hours, or company swag.

Engagement Ideas

Dress-Up/ Theme Days

Jeans/ Dress Down Day

Employees donate to wear jeans or enjoy a relaxed dress code for the day.

Jersey or Sports Day

Rep your favorite team or school, pay to play, and turn the office into a sea of team colors for the day!

Hat Day

Employees make a donation to wear their favorite hat, cap, or themed headwear to work for the day. Add a little extra fun by hosting a "Best Hat" vote or contest with a small prize for the winner.

Theme Days

Pick a theme and encourage employees to donate to participate in themed activities—like a photo booth, competition, or office decorations contest. Ideas include:

- Decades Day
- Holiday Theme
- Favorite Color Day
- Superhero Day
- Career Day

Auctions & Raffles

Daily Drawings

Offer available resources (sports tickets, parking spots, donated experiences, etc.) The sooner they pledge during the campaign, the more drawings they qualify for.

Unique Experiences:

Auction or raffle special opportunities like:

- CEO for a Day
- Lunch with Leadership
- Preferred Parking
- Extra Casual Day Pass

Raffle

Hold a 50/50 raffle, or sell tickets for donated prizes such as:

- Gift baskets
- Event tickets
- Company merchandise
- Reserved parking spots

Silent Auction

Auction donated items, gift baskets, experiences, or services.

Community Building

Compliment-O-Grams

Donate to send a note of appreciation or encouragement to a coworker. Great for both in-person and remote teams.

Gratitude Wall

Employees make a donation to post a message recognizing a coworker, sharing what they appreciate about their team, or celebrating something positive happening in the workplace.

Spirit Week

Choose a theme per day and tie participation to a donation:

- Crazy Socks Day
- Pajama Day
- Twin Day
- Spirit Day

Guessing Jar

Employees donate for chances to guess the number of candies or small items in a jar, with the winner taking home the prize.



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UNITED IS THE WAY



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