

Great ideas to make your campaign fun & informative

Message:

“Give to the Community Care Fund, the best way to make the most powerful impact”

“Invest in the future of the larger community through a public commitment of social responsibility”

“Sooner or later, the United Way of Rockland County helps one in three people in our community and you never know when you will be the one”

Campaign ideas to engage employees:

Agency/Community tours

Arts & Crafts fair

Bake sale

Barbecues

Book fair

Cafeteria lunch vouchers

Casual day

Clocks

Coffee mugs

Compact disc player

Company products

Department pizza party

Dolls

DVD

Flea market (employee-donated items)

Gift certificates to local malls, stores and
restaurants

Ice cream socials

Magnets

Parking space

Pens

Picnic

Pizza party

Prepaid Cell Phone

Raffles/incentives

Reserved parking space

Silent auction

Stress balls,etc.

Tickets to sporting events or the theatres

T-shirts

TV-VCR

United Way items

Watches

When to use incentives:

For payroll deduction gift

For individual or department % increase in giving.

For departments that complete their campaign first

For turning in a pledge card

For new givers

For attending a department rally or special event

For being a Leadership Giver (either for United Way or internal giving levels)

For giving fair share (% predetermined by companies)

For most informative department campaign

For highest participation of department (\$ or attendance at rallies)

Where to get incentives:

First go to your vendors, ask your company if they have a set budget for this year's campaign, approach your local businesses, restaurants, etc. If you need any additional info regarding incentives, please contact Jackie Goldstein at i.goldstein@uwrc.org or phone (845) 358-8929 ext. 12.