

2019 CAMPAIGN



United Way
of Yellowstone County

CAMPAIGN IDEAS

CAMPAIGN THEME

A campaign theme can add excitement and energy.

Fight/Win, Trivia Night, Carnival, Sports, Decade (60's, 70's, 80's)

SPECIAL EVENTS

Special events can be used to raise awareness of the campaign.

Jeans Day
Bake sale
Breakfast or lunch potluck
Chili cook-off
Basket auction
Balloon grams
Ice cream social
Team/department challenges
Book/garage sale
Car wash
Dunk the senior leadership
Raffles for donated items
Silent auction
Cake- or cookie-decorating contests

INCENTIVES

Many organizations provide incentives tied to their campaign goals. There are many free incentives you can offer to employees for participating in the campaign.

Gift cards – retail, gas, etc.
Personal day off
Sleep-in passes
Long lunch passes
Early-out passes
Chair massages
Jeans/casual day passes
Covered/close parking
Tickets to sports events
Tickets to cultural events
Company gear and logo items
Weekend at vacation home
Honor wall
Services offered by co-workers (baby sitting, auto repair)
Raffle tickets



CAMPAIGN SUPPORT TEAM

Campaign Ambassador Support
campaign@uwyellowstone.org

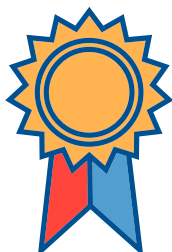
Overall Campaign Support
Lisa McDaniel, *Communications and Campaign Coordinator*
lmcdaniel@uwyellowstone.org
(406) 272-8504

Leadership Support
Carol Burton, *President/CEO*
cburton@uwyellowstone.org
(406) 272-8501

TAKE YOUR COMPANY

CAMPAIGN TO THE NEXT LEVEL

United Way Company
Recognition Levels
\$99,999-\$50,000
\$49,999-\$15,000
\$4,999-\$1,000



FOR MORE TOOLS AND IDEAS



CAMPAIGN TOOLKIT

www.unitedwayyellowstone.org/campaign-toolkit

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