

# CAMPAIGN IDEAS

Themes and special events are a great way to create excitement and energy for your campaign week. Finding a unique way to connect campaign fun with United Way of Central Iowa's mission ensures a well-rounded experience full of enthusiasm, education, and community impact.

## PUZZLES/GAMES

**Theme:** You're an Important Piece of the Puzzle, The Big Picture, Make Every Move Count  
- Tie in United Way's puzzle or puzzle pieces metaphor

**Learning Opportunities:** United to Thrive, advocacy efforts, 211, Central Iowa Works

**Special Events:** Scavenger hunt, Rubik's Cube/crossword/wordsearch competition

**Incentives:** Escape room leadership event, custom puzzle

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## BACK TO SCHOOL

**Theme:** ABC's of Caring, Team [company name]  
- Kickoff with a pep rally and end with graduation

**Learning Opportunities:** Education Leadership Initiative, Bridges to Success, Read to Succeed, Bright by Text

**Special Events:** Spelling bee, science fair, prom royalty, kickball/foursquare competition

**Incentives:** Gift card "diploma", afternoon of recess/field trip

**Volunteering:** School/classroom supply drive, notes of encouragement

## BOOKS

**Theme:** Join the Story, Once Upon a Time  
- Each day a different classic or childhood book

**Learning Opportunities:** Education program panel, Women United, Vision to Learn

**Special Events:** Book club/swap, guess the famous line, build a Free Little Library

**Incentives:** Library (gift) card

**Volunteering:** Book drive, literacy kits, magic reading carpets, Book Buddy

## FOOD/COOKING

**Theme:** Cook'n it up for United Way, Feed the Need, Baking a Difference

**Learning Opportunities:** Hunger simulation, 5-2-1-0, Summer Meal Meet Ups, Giving Gardens

**Special Events:** Senior leader grilled cheese competition, chili cook off, drink/dessert carts, potlucks

**Incentives:** Take and bake meals, team dinner, restaurant/grocery gift card, create a company cookbook

**Volunteering:** T-shirt bags, protein drive (canned meat, peanut butter), Giving Gardens

## 100% VIRTUAL

**Theme:** Zoom Away with United Way  
- Zoom or Teams - ZOOM Away with United Way, TEAMwork

**Learning Opportunities:** ALICE Simulation, lunch and learn

**Special Events:** Home office meme competition, TikTok challenge, holiday vendor fair for employee direct sales businesses (% goes back to UW)

**Incentives:** Log off early, Executive MTV Cribs home tour

**Volunteering:** Virtual notes of encouragement, interview readiness, advocacy letter writing

## TRAVEL

**Theme:** Give Around the World, (sun)Rise to the Challenge, Soar United, Up Up and United Way  
- Each day is a different destination

**Learning Opportunities:** Central Iowa Works (CIW), Central Iowa Returning Citizens Achieve (CIRCA)

**Special Events:** Beach sand volleyball tournament, paper airplane contest, snack/drink cart

**Incentives:** Sunglasses, luggage, trip to local park/patio, complete a passport for a prize

**Volunteering:** Travel-size toiletry drive, welcome home care baskets

## CARS/RACING

**Theme:** We're Driving Results, Be A Driving Force for United Way

**Learning Opportunities:** Transportation Simulation

**Special Events:** Auction parking spots, remote control car contest, motorcycle/car show

**Incentives:** Executive wash car

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

# CAMPAIGN IDEAS CONTINUED

## CONSTRUCTION

**Theme:** Under Construction, Building a Better Community

**Learning Opportunities:** OpportUNITY, Essential Needs, poverty simulation, LINC, housing

**Special Events:** Structure building contest out of canned goods, road sign contest (ex. STOP Hunger, ONE WAY to a Better Community), Lego building, hard hat decorating

**Incentives:** Break room upgrade

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## MUSIC

**Theme:** Hit Play with United Way, Be a Rock Star for our Communities

**Learning Opportunities:** Powered by Purpose

**Special Events:** Karaoke/Masked Singer contest, name that tune

**Incentives:** StubHub/Concert Venue tickets, Record/Music store gift cards

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## SPORTS/OLYMPICS

**Theme:** Life is not a Spectator Sport, Swing into Action  
- Five Olympic rings, baseball/golf/tennis

**Learning Opportunities:** 5 Elements, Affinity Groups

**Special Events:** (mini) golf tournament, jersey day, ping pong or jump rope competition, field day, bags tournament

**Incentives:** Summer party at a local park, tailgate lunch

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## SUPERHEROES

**Theme:** Be a Community Hero, Everyday Heroes

**Learning Opportunities:** Powered by Purpose, HOPE for Stable Families, VITA

**Special Events:** Costume/photo contest, stair climb/5k

**Incentives:** Executive wears a cape/mask for the week

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## THEMES:

- Where there's a YOU, there's a WAY
- Dynamic Duos: United Way and You
- Bingeing/Streaming with Purpose (Binge-worthy TV shows)
- Give Back For The Future (Back to the Future)
- The Force of Giving (Star Wars)
- Be a Kind Neighbor (Mr. Rogers)
- What's Raised Here, Stays Here (Vegas)
- Detecting Progress, Mission Possible (007/Sherlock Holmes/Clue boardgame)
- In it to WIN it! (Game shows)
- Be a United Way Star, United at the Drive-In (Hollywood/movies)

## SPECIAL EVENTS:

- LIVE UNITED Shirt Day – purchase shirt, wear every Friday for rest of the year
- Auction Item Ideas – reach out to vendors, utilize services you already offer (ex. free product/service, ride with leader for a day)
- Flock someone's yard with flamingos – pay to remove and flock someone else

## INCENTIVES:

- PTO
- Floating holiday
- T-shirt

## IDEAS FOR MY COMPANY

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