



UNITED IS THE WAY™



Special Events and Incentives for Your Employee Giving Campaign

DRAWINGS AND PRIZES

- 50/50 raffle
- Extra day off
- Sleep-in or long lunch passes
- Tickets to concerts, sporting events or cultural attractions (typically donated through a business contact)
- Gift cards to the movies, local restaurants, or for gas

FUN WITH FOOD

- Chili or soup cook off
- Best popcorn recipe
- Ice cream social
- Company cookout
- Wine/beer tasting or pairing event (in person or virtual)
- Cookie contest
- Taco Tuesday lunch

GAMES AND CONTESTS

- Dress down/casual day
- Dress up day (e.g. sports)
- Cornhole tournament
- Football squares
- Silent Auction/Basket raffle
- Count the candy jar
- Coin wars
- Guess the baby photo

WHAT ARE OTHER COMPANIES DOING?

EVENTS

Hosting a Holiday White Elephant: employees bring a wrapped gift and make a small donation to participate

Collecting new or gently used books: BUW labels will include your company/organization logo

Creating a wish list of personal care items for employees to purchase and BUW to distribute in the community on your behalf

INCENTIVES

First-time pledgers enter to win a gift card; pledgers who increase their gift enter to win a gas card

Increase your pledge or make a first-time pledge to receive an extra day off

Attend your campaign kickoff or a special event and be entered into a raffle or earn raffle tickets

Want to add FUN to your campaign? Contact Szofia Lewis at slewis@berkshireunitedway.org or (413) 442-6948 x16.