

## Campaign Ideas & Events:

# Camp United Way

### Special Events:

- Sleeping Bag Roll-up
- Minnow/Turtle Races
- State Park Guessing Game
- Best Ghost Story
- Casting Contest
- Match the employee to their tent/camper/cabin photos
- Glow in the Dark Obstacle Course

### Ways to Promote the Campaign:

- Have CEO or supervisors submit photos of their camping trips to use as campaign posters
- Give everyone a reservation letter/email for your “campground” to remind them of the details of campaign
- Put up a small tent ahead of time – use it for a special event during campaign, or have a “fill the tent” campaign and have people bring in donations
- Have employees submit their best Ghost Stories
- Encourage a walking team to “travel” to all the MN State Parks – track miles walked on a map t

### Campaign Decorations:

- Lanterns/flashlights
- Sleeping bags
- Fishing gear
- Hiking gear
- Plastic bugs

### Campaign Incentives:

- Manager/executives have to work from a tent if the goal is reaches
- A weekend at a resort or an employee's cabin