



## Promotional Ideas for Driving Participation

Promotions are exciting ways to help you reach your goal. This is a list of ideas that we recommend you consider trying! Feel free to use these ideas for your collection drive, or just use them as a guide to help brainstorm your own promotions. Remember, always focus first on the purpose of the drive—helping our community!

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### Competitions

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- + People love competitions. Divide your division into teams, or challenge another department within your division to a competition. This works best when it is supported by your managers. Some competition ideas:
- + A-thon - the group/floor that donates the most items will win
- + Dessert Day – the team that donates the most items is treated to homemade goodies by the losing team.
- + Sculpture Contest – form teams to construct sculptures entirely of donations which will be donated to (insert organization name here). Reward the most creative entries with prizes or awards.

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### Theme Days

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- + Focusing on specific donation items often makes it easier for participants to take part in your effort, since it eliminates the need for guesswork and decision making about what to donate. Each day of the week can represent a different collection focus like “Diaper Monday,” “Paper Tuesday” or “Pen Friday.” You could also focus your entire drive on one type of donation, and plan a theme for each day based on those specific items.

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### Handouts

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- + Bake cookies for those on your floor. Distribute them as “food for thought” and remind co-workers that they need to bring in donations.
- + Get grocery sacks with attached “grocery” list and distribute to each employee.

#### Sponsoring:

Volunteer Center, United Way 2-1-1, RSVP and The Corporate Volunteer Council of Greater Kansas City