

Campaign Ideas header

The following pages contain ideas for incentives, events, and contests to bring fun and engagement into your ArtsWave campaign!

Activity	Description	Virtual	Office	Cost
ArtsWave Trivia	Interactive trivia game hosted by ArtsWave staff. More Information	Y	Y	Free—Ask your ArtsWave Representative
Name that Tune	Test your colleague's music knowledge with Name That Tune hosted by ArtsWave staff. More Information	Y	Y	Free—Ask your ArtsWave Representative
Cincinnati Arts Landmark Challenge	See who can identify the most Cincinnati Arts Landmarks using "Our Golden City Of The Arts," a painting by Cincinnati-based artist Cedric Michael Cox. More Information	Y	Y	Free—Ask your ArtsWave Representative
Mural Tour Scavenger Hunt	Get out of the office and head to OTR and downtown for a mural tour scavenger hunt! More Information	N	Y	Free—Ask your ArtsWave Representative
Art Supply Kits	Create individual art kits or collect a box of art supplies for a local nonprofit or school. Talk to your ArtsWave representative for additional details. Link on website?	N	Y	Cost of materials
Craft Time	Organize one or a series of crafting workshops or paint & sips. Do we have an artist(s) to recommend for this?	N	Y	Cost of materials
Department vs. Department	Have departments compete against each other for prizes, i.e., parking, pizza, swag, etc. Winners could be decided by most participation, most raised, penny wars. The options are endless!	Y	Y	Free

Fundraising Estimator	Estimate how much your business will raise based on last year, and whoever is the closest but not over wins	Y	Y	Free
Happy Hour Lessons	Tap into your employees' talents and have them teach a skill, like making a margarita, vocal warmups, etc.	Y	Y	Varies depending on activity
Masked Singer/Performance	Take inspiration from the TV game show and ask a few employees to mask up and showcase their talents.	Y	Y	Free
Office Talent Show	Have employees showcase their talent competitively or simply for the enjoyment. This can be done live on site, virtually, or in pre-recorded segments.	Y	Y	Free
Pictionary	Come up with words specific to ArtsWave, the arts, your company, or any other theme. The Artist (player drawing the word) tries to help their team guess their word using drawing alone. Can be played in person or virtually.	Y	Y	Free
Puzzle Competitions	Use store-bought puzzles, or even better, create custom puzzles of local artwork or campaign materials for puzzle competitions. Fastest person/team wins.	N	Y	Cost of materials
Sculpture Contest	Host a Play-Doh sculpture contest.	Y	Y	Cost of materials
Shave the Date	Have a well-liked employee commit to shaving their hair/beard should the group hit their campaign goal.	Y	Y	Cost of materials

Snack Cart	Bring some joy to your employees with a coffee, ice cream, or snack cart.	N	Y	Cost of materials
Wacky Outfit Contest	Host a contest for the wackiest outfits. Encourage creativity by awarding prizes for best theme, best use of non-fabric, etc.	Y	Y	Free
Who's Who? / Baby Match	Ask employees to bring in a baby or childhood picture of themselves. Co-workers attempt to match the picture to the employee. Participation can be paid or free. Example: \$1 entry and \$3 winnings, the rest of the pot supports ArtsWave.	Y	Y	Free

ArtsWave Provided Incentives

Talk to your ArtsWave representative about receiving T-shirts for your campaign team and tickets to arts events to be used as donor incentives.

Other Incentive Ideas

- **Extended Lunch, Arrive Late, or Leave Early 'Snooze and Cruise':** Raffle off the opportunity to take a 2-hour lunch, arrive to work 1 hour late, or leave 1 hour early to campaign participants. Or award it individually to people who donate at or above the level they are asked for.
- **Extra Vacation Day:** Add an incentive of a ½ day or full day of PTO/vacation if your campaign achieves 100% participation or exceeds its goal. Or award it individually to people who donate at or above the level they are asked for.
- **Preferred Parking Spot:** The employee who increases their donation by the highest percentage from the previous year wins a preferred or free parking spot for the year.
- **Gift Cards:** Solicit local restaurants, hotels and businesses for gift cards to be used as incentives during your Campaign. A free smoothie or free car wash is always a nice thank you for a donation.

Raffle Mechanics

- **Early Bird Raffle:** Hold an “early bird” raffle for those employees who pledge on the first day. Possible prizes: ArtsWave provided incentives, lunch with the boss, a preferred parking spot for one week, or a day of vacation.
- **Diminishing Ticket Raffle:** Based on a 7-day campaign, employees who pledge on the first day receive 7 raffle tickets, second day receive 6, and eventually ending on 1 ticket for pledging on the last day. Raffle tickets can be applied toward internal incentive raffle prizes. This is a fantastic way of promoting early pledges.
- **End of Campaign Raffle:** Enter the names of everyone who donated into a raffle for incentives at the end of the campaign.

Fundraising Ideas

- **Silent Auction:** Auction off items received from local businesses that you solicit. Golf rounds, hotel stay and restaurant gift cards are appealing items. Also, ask employees to donate services (ex., babysitting, oil change, lunch for a week) or items. If a coworker is known for homemade items (ex., greeting cards, cheesecake, etc.), ask to have those items as part of the auction.
- **Basket Auction:** Ask each department in your organization to sponsor, create, and fill a theme basket (ex., spa, chocolate, golf, cooking). The baskets are then auctioned off.
- **Theme Days:** Have various theme days during your campaign to add an element of fun and to raise awareness for the campaign, such as wacky sock day, retro shirt day, hat day and “performing arts” dress day. Ask leadership to donate \$1 per person for those in their division who participate.
- **T-Shirts:** Host an employee-designed T-shirt competition. Shirts can be sold for additional campaign dollars or given away as a thank you for donating to the campaign.

Impact Messaging

- **Speakers:** Host a speaker from an ArtsWave affinity group member and/or staff member. Visit the ArtsWave Campaign Toolkit for additional information.
- **Spotlight an Arts Organization:** Spread awareness of the campaign by spotlighting an ArtsWave-supported organization each day of your campaign. Impact Speakers from ArtsWave-supported organizations can be scheduled to speak to your employees. Visit the ArtsWave Campaign Toolkit for additional information.

- **Employee Stories:** Ask an employee to share their story as to why the arts are important to them.
- **Utilize Standing Meetings:** Ask managers and department heads to take 5-10 minutes during their regularly scheduled meeting to share a campaign video, have an activity, or host an Impact Speaker.

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