

Fun campaign ideas for the superhero theme



Even seemingly mundane tasks, such as providing bedding for a homeless shelter, can turn employees into superheroes. Coordinate activities for them to show off their superhero powers.

Superhero-grams

Send “superhero-grams” to your campaign volunteer team and/or givers.

Superhero movie party

Hold a movie party: rent old superhero movies, pop popcorn, bring sodas and candy.

Charge a fee for entry and make it a fundraiser!

For more great campaign ideas, check out the online toolkit at unitedwayatlanta.org/campaigntools.

Superhero talent show

Hold a talent show. Can you sing? Maybe wiggle your ears? Or even leap tall buildings in a single bound? What’s your superhero talent? Employees showcase their special talents or oddities (something they can do that no one else can).

Superhero sidekick auction

Have a big project coming up and need extra help? Take bids for a sidekick. Auction employees to other departments for a day to serve as that department’s sidekick.

Superhero luncheon

Have a superhero luncheon. Include foods such as hero sandwiches, Power Bars®, Gatorade, Powerade, Wheaties, spinach, etc.

Photos of superheroes

Take photos of employee “superheroes” with short quotes on why they contribute to United Way and post prominently, run in employee newsletter or on company intranet or website.