

Campaign Incentives That Work!

These are ideas that earlier Employee Campaign Coordinators have shared with us. Any or all of these ideas can be used as is or be modified to suit your particular organization and circumstances.

ELIGIBILITY IDEAS

Anyone that...

- attends a group meeting
- returns a signed pledge card, regardless of whether or not they give
- returns a signed pledge card with a contribution
- returns a pledge card by a certain date
- pledges at a certain minimum level, (e.g., 50 cents/week)
- increases their pledge by a certain amount, i.e. \$10, 10%, 25%, etc.
- is a leadership giver, or first-time giver

INCENTIVE IDEAS

Drawings, prizes, and other incentives for employees and/or departments can be helpful. Sometimes the best incentives or prizes cost little or nothing at all! Here are some low-cost/no-cost items to award game winners or incent donors:

RAFFLES: For each person who is eligible per above list is entered into a drawing for prizes.

TOKENS: Small company or United Way tokens can go a long way!

key chains	paperweights	pocket calculators	sun visor
message pads	buttons	desk thermometers	
pens	ribbons	plaques/awards	
coffee mugs	letter openers	pins	
water bottles	calendars	certificate	

EXAMPLE: One company gave a special UW company coffee mug to all employees pledging at a certain predetermined level. Then the company got its food vendor to agree to give free cups of coffee to anyone who came in with the coffee mug for the duration of the campaign!

CASH:

- Cash is KING!
- Employer Match: When the company matches an employee donation, not only does it have twice the impact, but often the employee will pledge higher to increase the impact



FOOD:

- Free meal in employee cafeteria
- BBQ
- Ice cream smorgasbords

- Free coffee or soda for a month, or pizza party for a group or department
- Sandwiches once a week for a month delivered to work area
- Cookie jar filled each week with candy or cookies for department



EMPLOYEE BENEFITS:

- Extra vacation half-day or day
- In an hour late or leave an hour early
- Two hours off per month to volunteer at a non-profit agency
- Half-day on Friday, or birthday off
- Special reserved parking space for one month, six months, one year, -----
- Manager or CEO doing an employee's job for a day, while employee gets day off.
- Parties or special materials for high performing departments.
- Lunch with the boss!
- Dress-down day/jeans day
- Free car wash by supervisor or manager
- A party catered by one department for another
- Flowers every month for a year
- Gourmet meal at the CEO's house
- Services rendered by another employee, manager or executive, e.g. car wash, cook a meal, etc.

GIFT CERTIFICATES/COUPONS:

- to local restaurants or shops
- for groceries at a local supermarket
- to a gas station
- to the company store, or items that the company manufactures
- for a video rental or to the theater
- for a massage
- for a magazine or newspaper subscription
- for spring cleaning or housekeeping service coupon
- for First Aid/CPR classes



OTHER GIFTS:

- T-shirts
- Tickets to sporting events, concerts, plays
- Weekend getaways or other trips
- Lottery tickets
- Items: DVD player, iPod, iPad, etc.

*** additional ideas where a co-worker can offer special talents or services to the winner(s) of a raffle:

* Car wash	* Handmade crafts and clothing	* Gift wrapping	* Weekend or week at someone's camp
* Homemade goodies	* Lawn care	* House painting	* Tax preparation
* Painting, golf, music lessons	* Babysitting	* Handiwork	
		* Hairstyling	

**Don't forget about incorporating SPECIAL EVENTS!
...things that make the campaign fun while increasing awareness about United Way of York County and the services it supports and makes possible!**