

CAMPAIGN INCENTIVE IDEAS

LIVE UNITED

EXAMPLES OF INCENTIVES

- Caring Club Card: any donor who gives \$120 or more (on an annual basis) will receive a discount card valid for restaurants and retail outlets in the Greensboro/High Point area.
- Extra time off (sleep in, leave early) or vacation day.
- Snacks and food.
- Public recognition by manager/CEO/executive.
- Being entered into a raffle (see below).
- Casual dress (jeans) day passes.
- Special parking spaces.
- Lunch or golf with the boss.
- A department pizza party.
- United Way or company promo items such as caps, coats, coffee cups, pens.
- Electronics such as earbuds, iPod, TV, Bluetooth speaker.
- iTunes gift cards.
- Raffle prizes: gas cards, hotel gift certificates, restaurant gift certificates, airline tickets, play, musical, movie or concert tickets, sporting events, retail stores, spa certificate, golf certificate, gift baskets, t-shirts with company or United Way logo (other promotional items).

EXAMPLES OF INCENTIVE OR RAFFLE CRITERIA:

- Donation amount (new donor, % increase, leadership gift, any amount).
- Turning in a donation form by a certain date.
- Attending a campaign meeting or special event.
- If the company (or department) achieves a \$ goal, % increase goal, or participation rate goal.

FYI - ACCORDING TO A 2018 UNITED WAY WORLDWIDE STUDY:

- More employees are **inclined to work for or buy from a company that supports United Way.**
- Employees are **proud of their employer's support of United Way.**
- Nearly 70% of employees feel they have a **bigger impact through a workplace campaign** than they can on their own.

MILLENNIALS:

- Have **higher trust in United Way** and their **overall perceptions of United Way are higher** than any other generation.
- Place a **high value on CSR, especially when a company supports United Way.**
- **Likelihood to be loyal, committed, and engaged at work is nearly double** that of other generations when their company supports United Way.

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting

