

Incentive Ideas



Campaign incentives can increase enthusiasm and participation, encourage employees to pledge promptly, increase the average gift, and encourage attendance at campaign meetings. Make sure to plan your incentive or raffle criteria in advance of your campaign.

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/etc.
- Being entered into a raffle (see below)
- Casual dress (jeans) day passes
- Special parking spaces
- Lunch or golf with the boss (out of office and the boss pays)
- A department pizza party
- United Way promo items such as shirts, caps, coats, coffee cups, pens, etc.
- Company promo items such as shirts, caps, coats, coffee cups, pens, etc.
- Electronics such as earbuds, iPod, TV, Bluetooth speaker, etc.
- iTunes gift cards
- Raffle prizes: gas cards, hotel gift certificates, restaurant gift certificates, airline tickets, play, musical, movie or concert tickets, sporting events, music stores, retail, spa certificate, golf certificate, gift baskets, and t-shirts with United Way and/or company logo (other company promotional items).

Examples of incentive or raffle criteria:

- Donation amount (new donor, % increase, leadership gift, any amount, etc.)
- Turning in a pledge 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