Campaign
incentive ideas

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 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.