

# WHAT CAN INCENTIVES DO FOR OUR CAMPAIGN?

**INCREASE PARTICIPATION** | **ENCOURAGE EMPLOYEES TO PLEDGE PROMPTLY** | **INCREASE AVERAGE GIFT**

## EXAMPLES OF INCENTIVE (OR RAFFLE) CRITERIA:

- FIRST TIME LEADERSHIP DONOR, INCREASE DONATION BY 10%, FIRST TIME DONOR
- THANK YOU, COUPON (ANYONE GIVING \$125 OR MORE, OR \$5 PER PAY PERIOD)
- ANY DONOR WHO TURNS IN PLEDGE CARD BY A CERTAIN DATE
- ANY DONOR WHO ATTENDS A MEETING
- COMPANY ACHIEVES \$ GOAL, PARTICIPATION GOAL
- COMPANY ACHIEVES HEART CLUB LEADERSHIP GIVING GOAL

## WHAT DO I WIN? (PRIZES) OR INCENTIVES FOR ALL

**Consider soliciting your vendors for giveaways – incentives do not always have to cost much.**

**ASK UNITED WAY! UW has obtained a variety of campaign incentives from local companies!**

- TIME OFF PASS (SLEEP IN, LEAVE EARLY, DAY OFF)
- CASUAL DRESS (JEANS) DAY AS A REWARD FOR MEETING GIVING GOALS
- SPECIAL PARKING SPACES FOR DESIGNATED LENGTH OF TIME
- LUNCH OR GOLF WITH THE BOSS
- DEPARTMENT PIZZA PARTY FOR THOSE MEETING/EXCEEDING PARTICIPATION OR \$ GOAL
- UNITED WAY PROMO ITEMS SUCH AS SHIRTS, HATS, COFFEE CUPS, PENS, ETC.
- DRAWING FOR DOOR PRIZES: GAS CARDS, GIFT CERTIFICATES, SPORTING EVENTS,
- TRAVELING TROPHY FOR DEPARTMENT WITH HIGHEST PARTICIPATION OR % INCREASE
- DAY OR AFTERNOON OFF TO VOLUNTEER

## EXAMPLES OF MEANINGFUL THANK YOUS:

**Once your company has reached its campaign goal...**

- HAVE A FINALE PARTY AND INVITE ALL EMPLOYEES. ANNOUNCE AMOUNT RAISED AND THANK THEM FOR SUPPORTING UW & THE COMMUNITY. SERVE REFRESHMENTS (BREAKFAST, LUNCH OR DINNER) AND HAVE PRIZE DRAWINGS!
- PERSONALIZED THANK YOU CARDS TO EACH DONOR
- ANNOUNCEMENTS AT STAFF MEETINGS OR ON BULLETIN BOARDS
- SAY THANK YOU VIA COMPANY NEWSLETTERS OR EMAIL
- SEND A PERSONAL LETTER OR A PHONE CALL FROM CEO OR COMMITTEE MEMBERS