

# INCENTIVES GUIDE



Incentives motivate and promote giving, advocating, and volunteering

## When to add incentives

To encourage first-time donors to make a gift · To encourage a pledge increase or a leadership gift · When employee attend meetings and campaign events · To persuade colleagues to turn in their pledge form by a certain date · To educated colleagues about United Way

## Where to get incentives

Your organization · Ask your vendors for a small donation · Ask local businesses for a small donation · Have managers or other employees offer to sign up and provide an incentive · Use company merchandise or apparel · Use the United Way store at [unitedwaystore.com](http://unitedwaystore.com) or contact your Relationship Manager to learn about items like t-shirts · Have company credit cards that accrue points? Redeem the points for prizes or gift cards!

## No budget incentive ideas

Casual day stickers · VIP parking spaces · Pass for a long lunch · Pass to sleep-in late · Office potluck · Traveling trophy for department with highest participation or percentage of increase · Car started and windows scraped every day for a week · Donated items or gift certificates from vendors or local merchants

## Incentives if you have a budget

Candy or treats · Host a luncheon or food cart · Extra vacation time · Movie theater passes · Gift certificates to local restaurants, spas, gas, etc. · Tickets to sporting events · Weekend get-away