

# INCENTIVES

- \* **Build excitement**
- \* **Energize individuals**
- \* **Strengthen overall giving**

## HOW TO STRUCTURE AN INCENTIVE PROGRAM

Think about what you want to accomplish and then decide how to set your incentives.

- **By individual participation:** Anyone who participates is eligible.
- **By timeframe:** Anyone who contributes by X day is eligible for a prize/drawing.
- **By increase:** Anyone who increases their gift over the previous year by XX% is eligible.
- **By gift level:** Anyone who gives XX dollars or more is entered into a special drawing.
- **By company goal:** If the company achieves XX% participation, all employees can wear jeans on Friday.
- **Recognize the company's Diamond Donors,** employees who've donated for 25 years or more to any United Way, with a special thank you from management and United Way.
- **Recognize the company's leadership donors** (\$1,000+ annual gift) with a special breakfast or meeting.

# IDEAS FOR INCENTIVES

- Corporate swag (t-shirts, pens, mugs, key chains, etc.)
- Prime parking space for one month, six months, one year, etc.
- Pizza party
- Use of company suite at event
- Gift cards (restaurants, shops, groceries, gas station, movies, housekeeping service, etc.)
- Tickets to local sporting events, concerts, plays
- Lottery tickets
- Company coupons: sleep in late, flee at 3, casual Friday, two paid hours to volunteer at non-profit, bonus vacation day, etc.
- Unused corporate frequent flier miles or hotel stays
- Free weekend stay at top exec vacation home/condo
- Traveling trophy for department with highest participation



## PRO TIPS:

- If you do not have a budget for incentives, take a chance and reach out to the vendors that you frequent most for gift cards, baskets, etc. If you ask, you might get a yes!
- Strive to create friendly competition between departments or buildings.
- Ask another workplace to trade items or services.

