

## Campaign Incentive Ideas

Most people will give simply out of the goodness of their hearts, but sometimes a little something “extra” will encourage people to give a little more (or for the first time, even). Incentives can be large or small, and can range from goodies or prizes for everyone who participates, a drawing for one lucky winner, and/or special goodies for first-time donors or those who give at or above a certain amount. It’s up to you and your organization!

Below is a list of common incentives for donors, but you can use anything that works for your organization. If you decide to have campaign incentives, be sure to have everything approved by your organization before you start promoting them.

There are three types of incentives:

1. Group Incentive: Everyone in the group is rewarded. This could be at company level or departmental level.
2. Individual Incentive: Each individual receives the reward.
3. Raffle: Individuals earn a chance at a larger reward.

WHAT TO BASE INCENTIVES ON	
Company reaches goal	<i>A company-wide incentive for everyone</i>
Department reaches goal	<i>Manager will buy donates, provide a meal or pizza party, etc...</i>
Giving at a certain level.	<i>Make it a reasonable amount most people can achieve. (i.e. \$5/pay, 1 hour of pay per month, etc.)</i>
First time donor	<i>Start with a smaller amount</i>
Increase in giving by certain amount	<i>Increase by \$1/pay, \$2/pay</i>
Return pledge cards	<i>This could be for everyone even if a \$0 amount</i>
Attend Presentation/Kickoff Meeting	
Participate in a volunteer event	
Participate in a special event	
Give to a company selected issue area or Dolly Parton’s Imagination Library	<i>Example: Give at least \$1 per pay to DPIL in addition to their regular pledge</i>

Rewards	
<b>Extra PTO Days</b> <ul style="list-style-type: none"> <li>• Full day</li> <li>• Half-day</li> </ul>	<b>Food</b> <ul style="list-style-type: none"> <li>• Pizza Party</li> <li>• Catered Lunch</li> </ul>

**UNITED WE FIGHT.  
UNITED WE WIN.**

**LIVE UNITED**

## Campaign Incentive Ideas

	<ul style="list-style-type: none"> <li>• After-Hours</li> </ul>
<b>Extended Holiday Time Off</b> <ul style="list-style-type: none"> <li>• Day before or after Christmas</li> <li>• Day before or after New Years</li> <li>• Extra Day on a holiday weekend</li> </ul>	<b>Snooze Day</b> <ul style="list-style-type: none"> <li>• Come in 1 or 2 hours late (paid time)</li> </ul>
<b>Company or United Way Swag</b> <ul style="list-style-type: none"> <li>• Shirts/Hats or Apparel</li> <li>• Mugs, Water Bottles, Etc.</li> <li>• Did you know? Co-Branded items can be ordered at <a href="http://www.unitedwaystore.com">www.unitedwaystore.com</a></li> </ul>	<b>Early Day</b> <ul style="list-style-type: none"> <li>• Leave work 1 or 2 hours early (paid time)</li> </ul>
<b>Raffle Entries for larger items</b> <ul style="list-style-type: none"> <li>• See if company, vendors, or leadership will donate/purchase raffle items.</li> <li>• Gas Cards/Gift Certificates</li> <li>• Prime parking space</li> <li>• Lunch with the Boss</li> <li>• Office swap for a week</li> </ul>	<b>Coffee for a Week</b> <ul style="list-style-type: none"> <li>• Delivered by CEO or manager</li> </ul>
<b>Extra Paid Volunteer Time</b> <ul style="list-style-type: none"> <li>• Extra paid time off to volunteer</li> </ul>	<b>Casual Days</b> <ul style="list-style-type: none"> <li>• Extra casual days</li> </ul>
<b>Extended Lunch Hour</b> <ul style="list-style-type: none"> <li>• Extra 30 minutes or hour (paid) for lunch</li> </ul>	

### Unique Incentive Ideas

For departments with the highest % of participation, the managers will have to provide one of the following:

- Donuts & Coffee or Pizza Party
- Round of Golf
- Clean off icy windshields during the first snow
- Work an hour of the shift
- Participate in a tricycle or skateboard race with other managers

Company Wide Mini-Gold Tournament/Pizza Party if your company has ##% employee participation