

Employee Campaign Coordinator Guide

Incentives & prizes

It's important to use incentives as a tool to increase employee participation or the average gift. What works for one company may not work in yours, so do what's appropriate. Ideas include:

- Time off: an extra vacation day, half-day, sleep in late, call in "well" day, 2-hour lunch break, 'Sign off at 3 p.m.' coupons, etc.
- Prime parking spaces, perhaps with a sign saying "United Way Winner" or the CEO's spot for a week.
- Lunch with the CEO, off-site and they pay!
- Gift certificates to stores, restaurants, spas, salons.
- Jeans on Friday during the campaign.
- Promotional items from your own company.
- Gifts from the United Way Store – www.unitedwaystore.com.
- Drive-in movie gift cards.
- 'Coffee talk' with the CEO (gift card or porch drop off for virtual).
- Car wash gift card/Car detailing.
- Door Dash/Grub Hub/Uber Eats gift certificates.
- Membership to a book club.
- Tickets to a local museum, aquarium, etc.
- Virtual singing telegram from the CEO (contest winner).
- Virtual cooking lesson.
- Amazon Prime Membership/gift card.

Early bird drawings can be used to motivate employees to turn in their pledge forms by a specified date (Return your completed pledge form by [date] to be entered to win a prize). Or use them to increase their gift (Employees that increase their donation by [amount or percentage] will be entered to win a prize).