

UNITED IS THE WAY



SPECIAL EVENT IDEAS & INCENTIVES

Casual Days: Offer casual days to allow coworkers to dress casual on certain days. It can be a jeans day, silly hats or ties, crazy socks, or each person's favorite sports team. Or have a Dress Up Day where employees can get all dressed up since this may be a nice change from going casual and they can show off their more formal attire.

Next-up Campaigns: Have employees post pictures to create awareness about the campaign and challenge their next colleague in a social/email post and tag them to do something.

Food Ideas: Food is a great motivator to encourage giving AND as a sign of appreciation. Have a pot luck lunch, special breakfast, or pizza party. Offer meals to-go as well.

Meals can serve as a kickoff event, special event when you charge a small donation, or as a reward for giving. Challenge departments to compete and reward the winner with a pizza party. You can also have a food truck come to your business.

Drawings: Hold a drawing linked to when employees turn in their pledge forms. Turn in your form one week early and receive three tickets. Turn it in before the deadline and receive one ticket. You can offer all sorts of prizes such as an extra day or half-day off, longer lunch hour, company promotional items, or prime parking spaces.

Timely Treats: Reward donors who turn in their pledge forms early. Place a balloon on their desk (weighted down with candy kisses or Life Savers) with a note of thanks. This will encourage employees to turn in their pledge form early while recognizing individuals who have already given.

Wall of Fame: Put pictures on a wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years. You can create an electronic version of this to email out as well.

Guess How Many: Guess the number of jellybeans, M & Ms, Hershey Kisses or other treat in a jar. People can buy chances to guess. Winner with closest guess receives the jar of treats.

Even More Ideas:

- Talent shows, dance parties, and entertainment events
- If you do a talent show, have employees “vote” for the winning act with \$1 for every vote
- Online speaker series with United Way partner nonprofits or someone helped by United Way
- Book exchange
- Office Ice Cream Social
- Employee bake sale
- Don’t forget if your organization has second and third shifts. Be sure they are included by scheduling a special meal, visit from the CEO, etc. during the appropriate times.
- Round Up at the Cash Register Promotion - at the company cafeteria/marketplace/ coffee bar, ask employees to “round up” their total order with those funds going to the work of United Way.
- Silent auction of items made by employees or services that could be provided by employees
- Football or basketball pools
- Employee bingo - in the squares include items like reposting a company post on social, wearing company gear or swag, volunteering, etc.

Incentives: 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.
- Day off to volunteer at an organization of their choice
- Prime parking spaces
- Lunch or coffee with the CEO
- Gift certificates to stores, restaurants, spas
 - Try asking for these to be donated rather than have your organization pay
- Jeans on Friday during the campaign
- Promotional items from your own company
- Gifts from the United Way Store – www.unitedwaystore.com
- Car wash gift card/Car detailing
- Door Dash/Grub Hub/Uber Eats gift certificates
- Membership to a book club
- Subscription to Spotify or Apple Music
- Amazon Prime Membership/gift card
- Tickets to a local museum, aquarium, events at a casino, concerts, etc.
- Items for pets such as dog walking service or grooming gift card
- Discount, credit, or gift card to your organization’s cafeteria
- Items for the home such as house plants, vegetables from an employee’s own garden, family photo session, etc.
- Beach pass, mini-golf, Go-Kart racing, a day at water park, movie tickets, or cooking class
- Arrange for a food truck to visit your organization one afternoon
- Early bird drawings for employees who turn in their pledge forms by a specified date and/or increase their donation
- In addition to a donation, provide incentives for engagement such as volunteering or making cookies for the bake sale