

Incentives & Thank You's

Give prizes with which your employees will identify or motivate them to contribute (for example: time off, a gas card, reserved parking spaces, free at 3 coupons). Encourage generous contributions by linking drawings to specific givers (for example: Supporting Share givers, increased gifts, new givers).

Develop An Incentives Program - The following incentives are ideas for those with or without a budget. Ask your United Way staff for a United Way of America catalog for additional ideas.

- Pancake breakfast with CEO as the cook
- Potluck luncheon
- Ice cream social
- Bake Sale
- Barbeque/Picnic
- Dinner certificate
- Theater or movie tickets, sporting event tickets
- Lunch with the CEO
- Hotel weekend for two
- Purchase a television for the employee break-room
- Arrange a "Pizza Party" lunch for an award winning department
- United Way or Company logo gift items
- Novelty items (mugs, pens, LIVE UNITED t-shirts, etc.)

Sample Drawings

The following ideas are taken from companies that used drawings very successfully during their campaigns. One may be ideal for your company.

- DRAWING # 1: For Supporting Share pledges, employees receive a day off
- DRAWING # 2: For all departments with 100% participation, employees in those departments receive a free lunch
- DRAWING # 3: All employees who pledge any amount will be entered into a drawing for privileged parking spaces or a family outing at Holiday World
- DRAWING # 4: All employees who increase their gift will be entered into a drawing for a weekend for two at a local hotel
- DRAWING # 5: To increase meeting attendance, place the names of those in attendance in a drawing for free movie tickets or a restaurant gift certificate

Offer A Casual Or Jean Day *(Visit www.uwov.org for SAMPLE coupons & stickers)*

This has proven to be an excellent, inexpensive campaign incentive. The following are some examples of how you can promote it:

- Offer casual day to departments who have 100% participation during your campaign
- Casual day as a fund raiser - employees pay \$1 to dress casual on a designated day
- Honor Supporting Share contributors by allowing them to dress casual every Friday
- Designate one Friday a month as casual day if your organization reaches its campaign goal

The Gift of Time (Visit www.uwov.org for SAMPLE coupons)

- Give campaign volunteers a day off
- Extend the lunch hour or coffee break
- Offer a half-day leave
- Allow a 1 hour sleep-in Monday morning and/or a 1 hour leave-early Friday afternoon, known as a Super Weekend
- “Flee at 3” by leaving early
- “Out the door at 4” by leaving early”

Additional Incentives (if you don't have a budget)

- Days off with pay
- Ask your company's clients to donate gifts/services
- Ask neighborhood restaurants or shops to donate gift certificates in return for publicity in your company newsletter
- Use of the CEO's parking space for the month
- CEO/Department Head serves as "tagalong (follower) for the day" for an employee
- Ask your CEO to donate a personal item such as theater or sporting event tickets
- Time off (vacation, birthday)
- Special parking space (draw one for each month of the year)

Specialty Items - Specialty items are a way of thanking donors for participating in the campaign. Have them printed with a personalized message that reflects your organization's giving spirit. How about...

- Candy jar or coffee mug full of treats
- T-shirts
- Imprinted lollipops
- Bookmarks, calendars, pens
- Kisses (Hershey's of course!)

Saying ‘Thank You’ Is VERY Important!!! (Have some FUN)

There are many ways to thank your co-workers for their hard work. Listed below are some you may want to try.

Non-gift Items - Not all thank you methods need to be in the form of a gift. Consider this:

- A hand-written note
- A special message flashed across computer monitors
- A giant thank you card hung in the employee break room
- A thank you note from an agency or recipient who benefits from United Way
- Running a thank you ad in the local newspaper thanking your employees
- Featuring a thank you letter from your CEO in the company newsletter

Fun, Friendly Celebrations—Keep things moving forward:

- Arrange a morning doughnut break in the employee cafeteria
- Plan a late-afternoon reception for campaign team members
- Hold an awards presentation
- Have a free lunch in the cafeteria for all donors
- Invite campaign team members to attend the United Way Awards & Recognition Event

Thanks From the Boss - Have the boss directly thank employees by:

- Taking departments out to lunch in celebration of their campaign accomplishments
- Scooping ice cream for employees at a company-sponsored ice cream social

- Serving breakfast or lunch to employees in the company cafeteria
- Recruiting campaign committee to join in a "Thank You Parade" holiday theme
- Great Pumpkin or Santa Claus leads group while passing out treats/candy canes