



USING INCENTIVES TO MOTIVATE GIVING

LIVE UNITED

If **only everyone were 100% altruistic**. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don't have to go over the top on these either. There are many low-cost / no-cost ways to obtain items as incentives.

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IF YOU CAN SWING IT, THE BEST INCENTIVE YOU CAN OFFER IS EXTRA PAID TIME OFF!

Vacation Days, "Sleep-in" passes, or leave work early passes all work well for this.

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WHERE DO I GET THESE INCENTIVES?

Talk with your management team to procure corporate items. **Ask your vendors.** Contact United Way Champions at other businesses and trade YOUR "corporate swag" with them. Spend unused corporate Credit Card rewards. Or use a portion of your corporate gift to incentive employee giving.

NO-COST / LOW-COST INCENTIVES

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Free meals in company cafeteria
- Pizza party / Free lunch
- Boss does your job for half day
- Use of company car

INCENTIVE IDEAS

- Restaurant/Carryout gift certificates
- Cooking / baking prizes
- "Outdoor" activities / prizes
- Gaming packages (xBox/Playstation)
- Sports Tickets
- Gifts for home / car
- Streaming video subscriptions
- Home improvement / Gardening
- Trendy electronics / Big screen TV's
- Gift cards (Downtown Businesses / Marie's Candies / Grocery store "shopping spree")
- Admission to Local / Regional Attractions (Zoo, Cedar Point, Mad River Mtn.)
- Unique Experiences (Ax throwing, Escape Room, Wine Tastings)

By individual participation: Anyone who gives via payroll deduction is eligible for a prize / drawing.

IDEA: For each dollar someone gives/week, that's how many chances they have.

By timeframe: Anyone who contributes by X day is eligible for a prize/drawing.

IDEA: If you turn in your pledge form at the UW presentation meeting.

By increase: Anyone who increases their gift over the previous year by ___ % or to next giving level is eligible.

IDEA: Promote "Fair Share" giving, which would be equivalent to 1% of your annual salary.

By gift level: Anyone who gives \$XX dollars or more is entered into a special drawing.

IDEA: Set tiers of incentives. Those who give \$10/week are eligible for more than those who give \$1/week.

By company goal: If the company achieves its participation goal, all employees can wear jeans on Friday.

IDEA: Do NOT set goal for 100% participation.

TIP: To get more mileage out of your incentives, spread them out so more people win. For example, if you are raffling off a "United Way parking space" near the front door, get 12 winners (one for each month).