

Campaign Incentive Ideas

Campaign incentives increase enthusiasm and participation, encourage employees to pledge promptly or increase their gift, and encourage attendance at campaign events.

There are two general types of incentives:

- 1) Direct – donor gives X, receives X
- 2) Indirect – donor gives X, receives a chance (i.e. raffle ticket) to receive X

Examples of incentives:

- Time off or vacation day/PTO
- Snacks and food
- Public recognition by manager/CEO/executive/etc.
- Casual dress (or jeans) day passes
- Special parking spaces
- Lunch with the boss (out of office and the boss pays)
- A department party or lunch
- Gift baskets
- United Way promo items such as shirts, hats, coats, mugs, pens, etc.
- Company promo items such as shirts, hats, coats, coffee cups, pens, etc.
- Electronics such as headphones, laptop, iPad, TV, Bluetooth speaker, etc.
- Gift cards/tickets: airline, gas, gym membership, hotel/resort, massage, movie, oil change, restaurant, sports tickets, symphony/theater, iTunes, Starbucks, etc.

Make sure to plan your incentive or raffle/drawing criteria in advance of your campaign.

Examples of incentive criteria:

- Donation amount or donation type (new donor, returning donor, % increase, leadership gift, gift amount, any gift, etc.)
- Turning in a pledge by a certain date
- Attending a campaign meeting or special event
- If the company (or department) achieves a \$ goal, % increase goal, or participation rate goal