

CAMPAIGN INCENTIVE IDEAS:

What better way to help engage your employees and increase your campaign? Consider one or two of these fun incentive ideas below to celebrate donor achievements and have a successful United Way of York County campaign!



United Way of York County

FAVORITE INCENTIVES:

- PTO or “mental health day and/or family day”
- Take a Hike/Flee at 3 - Early dismissal on a Friday (consider creating a ‘I’m leaving early because I gave to UW’ sign)
- Casual Day/ Jean Day!
 - Use [Dressed This Way For United Way Stickers!](#)
- Themed raffle baskets/items
- Company logo apparel
- Special luncheon for the Top 10 donors
- Cooked breakfast from the leadership team
- Donuts & coffee, pizza or ice cream party (used for friendly competition)
- Round of golf with the CEO
- Donor’s Choice - Auction or raffle off lunch with the CEO or a member of Leadership!
- Lottery tickets in a UW or company water bottle
- Appreciation candy grams: Candy bar with a note of thanks to anyone who gives!

VIRTUAL INCENTIVES:

- Home delivered: Pizza delivery for the whole family, dinner for two, lunch, etc.
- Coffee delivery to your home for a week

- For those who attend virtual employee meetings, enter for a chance to win two \$5 or \$10 gift cards
- Play fun Zoom games:
 - UW Trivia
 - Jeopardy!
 - Bingo with UW facts
 - [Kahoot](#) – Create & play games/quizzes in minutes
- Gift cards:
 - Food delivery (Grub Hub or DoorDash), gas, car wash, grocery stores, Target, Lowes, Starbucks or Amazon, local businesses or restaurants

EASY LOW-COST INCENTIVES:

- Prime parking spot
- Long lunch pass
- Swag [from the UW store](#)
- Sharing goals and winners on workplace big screen TVs
- Volunteer time off – Employees get time off to volunteer locally!
- Employee entered in a drawing for reading emails from the champion about UW
- Shout out (recognition) in company newsletter, website, or social media as “Winner of UWYC workplace campaign!”

- **Any of the above**, for giving X % of your salary – great way to gradually build leadership donors from your younger employees!

CONSIDER SMALL INSTANT WIN PRIZES FOR EACH CATEGORY:

- Prize to first-time donor
- Prize for employee who pledges first.
- Prize for new members of ELS, WU or First Capital Club! See [our Giving Societies!](#)
- Anyone who increases their gift by a certain amount or percentage.
- 1st 25 givers who give \$25 will get X prize

CREATE A FRIENDLY COMPETITION!

Whether it’s between departments or floors, locations or branches, create a contest to see who:

- Has the most UW donors
- Has 100% payroll giving
- Has the highest increase in average gift
- Raises the most dollars
- First department to complete donations