

CAMPAIGN INCENTIVE IDEAS:

Want ideas to engage your employees and increase your campaign? Consider the fun incentive ideas below shared by other Campaign Champions:



United Way of York County

FAVORITE INCENTIVES:

- PTO, “mental health day” or “family day”
- Early Friday exit.
- Casual Day/ Jean Day
- Themed raffle baskets
- Company logo apparel/swag
- Luncheon for the Top 5/10 donors
- Invite UWYC Staff or employees who already give, to speak at your campaign meetings.
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- 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.

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 \$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

FRIENDLY COMPETITION BETWEEN DEPARTMENTS, FLOORS, LOCATIONS:

- Highest participation
- Highest increase in average gift
- Most dollars raised
- Most dollars raised for the Impact Fund
- First to complete donations

EASY LOW-COST INCENTIVES:

- Prime parking spot
- Long lunch passTrack who opens your promotional emails and randomly award prizes.
- Celebrate goals and employee donors in company newsletter, website, or social media
- Any of the above, for giving X % of your salary – great way to gradually build leadership donors from your younger employees!

SMALL INSTANT WIN PRIZES:

- First-time donor
- First employee to pledge.
- New members of ELS, WU or other Giving Society.
- Anyone who increases their gift by a certain amount or percentage.
- 1st XX who give \$XX/pay will get X prize