

# Campaign Incentive Ideas:

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

## FAVORITE INCENTIVES:

- PTO, “Self-Care 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
- 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 United Way of York County (UWYC) or a company water bottle
- Appreciation candy grams

## EASY LOW-COST INCENTIVES:

- Prime parking spot
- Long lunch pass
- Track who opens your promotional emails and award prizes at random
- Celebrate goals and employee donors in the company newsletter, website, or social media

## FRIENDLY COMPETITION BETWEEN DEPARTMENTS OR LOCATIONS:

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

## VIRTUAL INCENTIVES:

- Food delivery: 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
- Gift cards:
  - Food delivery (Grub Hub or DoorDash), gas, car wash, grocery stores, Target, Lowes, Starbucks, or Amazon

## SMALL INSTANT WIN PRIZES:

- First-time donor
- First employee to pledge
- New members of Emerging Leaders Society, Women United, or other donor networks
- Anyone who increases their gift by a certain amount or percent

