

## Incentives motivate and promote giving, advocating, and volunteering

### When to add incentives

To encourage first-time donors to make a gift • To encourage a pledge increase or a leadership gift  
When employees attend meetings and campaign events • To persuade colleagues to turn in  
their pledge form by a certain date • To educate colleagues about United Way

### Where to get incentives

Your organization • Ask your vendors for a small donation • Ask local businesses for a small  
donation • Have managers or other employees offer to sign up and provide an incentive •  
Use company merchandise or apparel • Use the United Way store at [unitedwaystore.com](http://unitedwaystore.com) or  
contact your Relationship Manager to learn about items like t-shirts • Have company credit cards  
that accrue points? Redeem the points for prizes or gift cards!

### No budget incentive ideas

Casual Day stickers • VIP parking spaces • Pass for a long lunch • Pass to sleep-in late  
Office pot luck • Traveling trophy for department with highest participation or percentage of  
increase • Car started and windows scraped every day for a week • Donated items or gift  
certificates from vendors or local merchants

### Incentives if you have a budget

Candy or treats • Host a luncheon or food cart • Extra vacation time  
Movie theater passes • Gift certificates to local restaurants, spas, gas, etc.  
Tickets to sporting events • Weekend get-aways