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 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