



United Way of Dane County

# Campaign Incentives Guide

Incentives motivate and promote giving, advocating and volunteering. To encourage participation, consider adding incentives for attending meetings, submitting pledge forms or increasing annual gift.

## 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 and our Plan for Community Well-Being

## Where to Get Incentives

- Your organization
- Ask your vendors or local businesses for in-kind donations
- 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)
- Have company credit cards that accrue points? Redeem the points for prizes or gift cards!

## No-Budget Incentive Ideas

- Jeans day stickers
- VIP parking spaces
- Pass for a long lunch
- Pass to sleep-in late
- Office potluck
- Office executive for a day
- 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

- Consider a corporate match opportunity to incentivize new or increased gifts
- Candy or treats
- Free food – try hosting a luncheon or food cart
- Extra vacation time
- Movie theater passes
- Gift certificates to local restaurants, spas, gas, etc.
- Tickets to sporting events
- Weekend getaways

Have questions or additional ideas for incentives?  
Contact [campaign@uwdc.org](mailto:campaign@uwdc.org).