

UNITED WAY CAMPAIGN STRATEGIES

EMPLOYEE INCENTIVES

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Incentives can be used to:

- get employees to attend a United Way meeting
 - o reward employees for attending the United Way meeting
- reward employees for completing a pledge card
 - o reward employees for turning in a pledge card by a certain date (or at the kickoff meeting!)
- encourage employees to make a contribution (without making a direct pledge)
- encourage employees to participate in company United Way activities
- recognize major contributors
- recognize brand new contributors
- celebrate campaign achievements (dollars raised, participation rate, number of pledge cards completed)
- recognize and reward in-house campaign volunteers

Some of the ideas listed below may require some sort of approval; others are very simple and can be obtained without much effort. Those items marked with the \$\$ have a cost.

- Time off work
- Lunch with the boss (paid for by the boss)
- Special parking spot
 - o Offer the president's spot for a specified period of time
 - o Designate one or more spots (closest to the employee entrance) as the "United Way" parking spot(s). Raffle off this space - randomly using pledge cards or have employees pay to 'win' the spot.
- Allow employees to pay \$x to "dress down" on certain days for a designated period of time (3 months, 6 months, all year)
- Provide certificates for free coffee for a week \$\$
- Provide certificates for free meal(s) if an in-house cafeteria is available \$\$
- Randomly choose from pledge cards and provide gift certificates to local restaurants for those who turn in pledge cards by a certain date (cards must include a pledge amount) \$\$
- Offer company merchandise - hats, shirts, pencils/pens, mugs, etc
- Provide gift certificates to local restaurants \$\$
- Personal delivery of mail for a week/month
- Provide ice cream/popsicle treats to employees and consider having the boss(es) serve \$\$

- Hold a pancake breakfast/picnic/barbecue lunch - have the boss(es) serve (have them dress up special for a "theme lunch" like a Mexican Fiesta, Seafood event, Western-style Barbecue) \$\$

Silent Auction - Host a silent auction using donated items from employees/retirees/friends

- Handcrafted items
- Entertainment or sporting event tickets (UofM, MSU, Pistons, Tigers, Red Wings, Lions)
- Culinary delights (dinner for six)
- Gift certificates
- Electronics
- Services (monthly car wash for a year)
- Solicit vendors for items (proceeds and donation could be directed to support United Way and could be considered a charitable donation by that vendor)
- Encourage company executives to offer items (i.e. dinner with the President at a popular restaurant, round of golf at the country club, etc)
- Include logo items from the company
- Company-owned tickets to events and activities (sporting tickets, company suite, etc)

Consider holding raffles that involve "incentives" to obtain 'contributions' from employees who might not be willing to fill out a pledge card, but who may be interested in 'winning' a raffle

- Parking spaces
- Travel voucher (Chicago, Vegas, New York) \$\$
- Golf package
- Spa package
- Jewelry \$\$
- Paid time off
- \$\$\$ (50/50)
- Shopping (Cabela's, mall gift certificates) \$\$

Consider providing campaign workers (solicitors) incentives for their involvement

- Provide "prize" for seller of winning raffle ticket
- Provide "prize" for solicitor who gets all his/her pledge cards turned in first
- Provide solicitors with inexpensive company merchandise at campaign meetings to show them appreciation for their involvement
- Provide campaign workers with token item acknowledging their involvement (cheap trophy, certificate, letters of appreciation for personnel file)
- Hold campaign update meetings and provide everyone with food/treats
- Invite the company president or executives to an event or meeting with campaign workers (have executive personally thank employees)