

Campaign Incentives that Work

From our local workplace Employee Campaign Coordinators

These are ideas that our Employee Campaign Coordinators shared with us at our Breakfast of Champions 2008. Any or all of these ideas can be used as is or modified to suit your particular company and circumstances.

Employer Match: When the company matches an employee donation, not only does it have twice the impact but often the employee will pledge higher to increase that double impact

Raffles: For each person who returns a pledge form... or... For each increase of a certain amount (i.e. a dollar a week, extra chances for more dollars per week), or a certain percentage, a name goes into a hat and a drawing can be held for prizes, including:

- Discounts to stores
- Gift certificates for restaurants or grocery stores
- Gas card
- Days off
- Lunch with the boss
- Prime (Boss') Parking Space for a month
- Scratch tickets
- iPod shuffle
- Donated items from your company's vendors
- Baked goods donated by employees

Peer to Peer presentations: Rather than a manager or an unknown person, some folks feel more comfortable when a peer such as a friend or co-worker shows them the value of giving.

Set a deadline: The longer the blank pledge for sits on someone's desk, the less the chance that it will get filled out and returned

Campaign Wrap-Up Pizza Party to celebrate your company's participation and to thank employees for considering or making a pledge

Company-wide Mini-Golf Tournament/Pizza Party if your company has 100% employee participation

Other Campaign Incentives

These are some other fun ideas compiled and used by other United Ways. Feel free to use them as is or modify them to your particular company and circumstances.

ADMINISTRATORS FOR SALE

Employees purchase raffle tickets to win an administrator for the day. The administrator agrees to work for the winning employee or department that raises the most.

ARREST THE BOSS

See how much money co-workers can raise to get the boss “out of jail” or keep the boss “in jail!”

DUNKING BOOTH

Pay said amount of money for three chances to dunk the boss or other favorite targets in the company.

GO HOME EARLY

The boss collects a set amount of money at the front door from every employee who wants to leave work early that day.

EXECUTIVE TAXI SERVICE

Co-workers pay to guess which executive will win the race.

KISS THE PIG

Managers and supervisors are given funny names, (i.e. Ham Bone Jeff, John Chittlin, Bacon Bill, Suee-ieee Sue, Tammy Tenderloin) and employees can donate a dollar to vote for their favorite. Updates are given by intercom at least daily or whenever a big turnover in total has occurred. On the last day of the contest, the “winner” kisses a pig at a planned time and place.

POWER LUNCH

Pay said amount of money to have lunch with an executive.

FLOWER SALES

Sell flowers for Secretaries’ Day, Valentine’s Day, corsages for Easter, green carnations for St. Patrick’s Day or chrysanthemums for Christmas.

CLOVERGRAMS – Sell 4-leaf clovergrams for St. Patrick’s Day.

EASTERGRAMS – Wrap Easter Baskets and deliver them for a price.

GIFT WRAP

Solicit a local business to donate boxes, bows and wrapping paper and wrap holiday gifts for a fee.

STOCKING STUFFER GRAB BAG

Charge a set amount for employees to grab a company trade item from a stocking or bag.

VALENTINE’S DAY – Sell homemade candy, suckers, brownies, cookies or anything chocolate.

ADORABLE BABY CONTEST

Post pictures of employees' children or grandchildren. Co-workers must pay a set amount per vote for the most adorable child. Ballot box stuffing is encouraged!

PET PHOTO CONTEST

Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet and funniest pet. Award all winning pet owners a prize for their pets such as cat food, dog bones, etc.

POKER RUN

Motorcycle riders can raise funds for United Way by driving to designated locations and playing a round of poker at each spot.

PUTTING GREEN CONTEST

Construct a putting green in your lobby and charge a fee for employees and/or customers to putt for prizes.

BED RACE

This is a great activity for your local medical school or hospital. Each department, (radiology, pediatrics, MRI, etc.) forms a team to push the department head in a bed along a designated course. Participants raise funds by collecting pledges or paying an entry fee.

BEAT THE BAD HABIT

Get co-workers to stop being tardy to meetings, popping their gum, failing to recycle, leaving letterhead in the copy machine, whatever! Offenders pay a quarter for their transgressions!

DANCE CONTEST - Enough said!

DRAWINGS/RAFFLES

Secure a donated prize such as certificates for dinner, weekend stay at a local resort, movie passes, concert tickets, professional/college sports games, museum passes, etc. Sell tickets and draw the winning ticket at a designated time and place. This can also be done in half- &-half fashion where half the proceeds are given away as the prize. The other half of the proceeds benefit United Way.

RACES - Running, Walking, Typing, Eating, etc.

GUESS THE WEIGHT OF THE DEPARTMENT

Build camaraderie by inviting co-workers to pay a set amount to predict the total weight of the department.

QUARTER SHOT GLASS CONTEST

Fill a large jug with water and put a shot glass at the bottom. Invite co-workers to drop quarters through a slot cut out in the lid. Provide prizes to those who drop their quarters in the shot glass.

SLIM INTO SHAPE

Hold a two-month contest at work for everyone who wants to lose weight. Each person pays a set amount for every pound lost or gained. Secure donated prizes for those who attain their weight loss goals.

TALENT CONTEST – You never know what talents you may uncover.

UNLOCK A CHEST OF TREASURES

Encourage co-workers to buy a key for a set amount. One key will open a treasure chest of prizes.

WHO'S THE BABY CONTEST

Ask co-workers to bring in their baby picture. Each week feature a new group of pictures on the bulletin board. Employees then purchase chances to guess which baby picture is their co-workers.

ENTERTAINMENT SPECIAL EVENTS

BENEFIT DANCE

Organize an outing with co-workers and spouses to enjoy music, dancing and fun. Ask for a cover charge.

DOWNTOWN DECK PARTY

Coordinate a party on top of the parking deck of a local hotel or airport hanger. Arrange for food, refreshments and music. Ticket prices should include food, refreshments and music as well as a donation to United Way.

FASHION SHOW

Work with a local designer to showcase the new seasonal or children's fashion line. Sell tickets to co-workers.

FUN DAY

Booths can be assembled for all kinds of fund-raising activities including a dunking booth, arcade games, children's games, train ride, pony rides, face painting, basketball free-throw challenge, food and drinks.

NIGHT AT THE MOVIES

Sell tickets to a screening of vintage movies and cartoons.

TWO-STEP LESSONS

Here is your chance to learn those line-dancing steps. Coordinate recreational dancers to teach interested employees how to two-step. Lessons can be sold for \$10.00 per couple for singles and for children under 13 at a reduced rate.

WALK FOR WHAT MATTERS!

This is a fun-filled experience for the employees and their families who collect donations to walk a short course around the parking lot (or a city park) on a Saturday. Prizes, clowns, balloons, music and a petting zoo can be arranged for their entertainment.

FOOD EVENTS

BAKE SALE

This one's for all the bakers on staff in your company. To encourage participation, you might have a "Bake-Off" and give prizes to the best bakers. Here's a hint, hold your bake sale on payday!

BREAKFAST BREAK - Pick up donuts or muffins and sell them to hungry co-workers.

BROWN BAG LUNCH

Encourage employees to bring their lunch. The money saved from not going out to lunch is donated to United Way. Add an interesting twist and have everyone switch lunches on one day.

CAFETERIA DONATION - Ask the cafeteria to donate a percentage of its sales for a day.

CANDY SALE - Now you have the perfect excuse to buy and eat candy! "It's for a good cause!"

CHILI COOK-OFF

Charge an entry fee for employees who want to cook up their best recipe for chili, pork, poultry, beans or barbecue. Sell samplings to hungry co-workers.

COFFEE DAY PROMOTIONS

Encourage a local restaurant to designate breakfast specials that include coffee. The regular coffee price is donated to United Way.

COOKBOOK

Collect the favorite recipes of co-workers. Compile the recipes into a booklet and sell to co-workers. You could also compile recipes on 3x5 file cards and sort the recipes by appetizers, soups, salads, main dishes and desserts. Then you could sell the recipes in groups.

FATTENING FRIDAY - Employees bring fattening desserts each Friday and sell the pastries by the slice.

HOT DOG STANDS - Get hot dogs donated and sell with a beverage and chips for a set amount.

ICE CREAM FLOATS

Cream soda, rootbeer, or other carbonated beverage plus two scoops of ice cream is a popular item to sell to hungry co-workers. Try to get ice cream and soda donated to increase the profit.

JELLYBEAN COUNTING CONTEST

For a donation, co-workers can guess how many jellybeans are in that jar. This can also be done with M&M's, Skittles, Lifesavers, etc.

PIZZA SALE

Get the boss to buy a few pizzas. Have the pizza delivered to the office and sell it by the slice. Many co-workers will appreciate not having to leave the office for lunch.

POTLUCK/SPAGETTI SUPPER

Coordinate office volunteers to bring a potluck lunch. Charge a set amount for an all-you-can-eat, home cooked breakfast or lunch.

VENDING MACHINES - Raise the cost of vending machine items by a set amount for a designated month.

SALES ACTIVITIES

ALUMINUM CANS – Recycle aluminum cans and add the proceeds to your team totals.

BOOK SALE – Ask employees to bring in new books they have recently read. Sell the books during lunch.

BASKET AUCTION

Each department creates a gift basket of donated items. Baskets have themes and may include anything from trinkets to trips! Display baskets and then auction or raffle them off.

CHANGE CANS

Attach short messages to empty, clean paint cans and distribute them in high traffic areas.

Example: “Reason #1 to Drop Your Coins in the United Way Change Can – 28 families saved from loosing their homes in 2004.” “Reason #2 to Drop your Coins in the United Way Change Can – 43 service projects completed for citizens in need.” “Reason #3 to Drop your Coins in the United Way Change Can – CALL 211 can help you find the assistance you need.”

DREAM SEASON

Secure donated season tickets (possibly box seats) for local sporting or Arts Council events. Sell raffle tickets for each event.

GARAGE SALE

Have a big parking lot garage sale of items that employees have brought from home or inventory your company would like to discard.

RESERVED PARKING

Sell raffle tickets or auction the best parking spot. The winner can park in the spot for a week or a month.

SILENT AUCTION

Donated items such as dinners for two, a weekend get-away, handcrafted items and more are displayed for a full day. Slips of paper are filled out with a bid, name and phone number. At the end of the day, the highest bidder gets to buy the items. Purchase amount of item benefits United Way.

WINDSHIELD CLEANING SERVICE

Employees and their families take turns on a designated Saturdays to clean car windows at bank teller drive-up windows, fast food drive-ins, gas stations, etc. Donations given benefit the United Way North Carolina.

CAR WASH

You probably did this in high school. The difference is, now you can charge more. All you need is car washing soap and water and a few hard-working volunteers. Bank parking lots are great for Saturdays.