

UNITED WAY OF SOUTHWEST MINNESOTA

Prize and Incentive Ideas

Prizes can provide an added incentive for co-workers to make/increase their donation to the annual UWSWMN campaign at your workplace. They also are a way to show employees that their participation in the campaign to support local people is appreciated. There are many ways incentives can be used in your workplace campaign. A key way is to use them as a tool to encourage increased employee participation (new givers), increased individual giving (larger gift) or increased average gift.

There are a variety of options as each workplace has its own personality. What works in one company may not work in another. You know your workplace best, so do what you believe will provide the most incentive for your co-workers to participate and/or increase their giving!

Prize Ideas

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| 1. Call in "well" day | 17. Car washed by your boss |
| 2. Car started by supervisor for a week in the winter | 18. Long lunch option |
| 3. Chair massages for a winning department | 19. LIVE UNITED shopping bag |
| 4. Extra PTO – sleep in late; leave early; long lunch | 20. LIVE UNITED T-shirt |
| 5. Free Jean Day stickers | 21. Lunch or with boss |
| 6. "Coffee Break" coupon | 22. Manager does the winner's job for an hour/day |
| 7. Coffee served by supervisor at donor's desk each morning for a week | 23. Music event tickets |
| 8. Cookies baked by boss | 24. Open the soda machines for a day or an hour |
| 9. Dinner for two at a local restaurant | 25. Popcorn Friday |
| 10. Free breakfast option | 26. Preferred parking spot(s) |
| 11. Free lunch option | 27. Professional massage |
| 12. Free night at a local hotel for a "mini-getaway" | 28. Sporting event tickets |
| 13. Gift Certificates: retail; chamber bucks; oil change; movie theatre pass; etc. | 29. Surprise envelopes |
| 14. Gifts from the United Way store at unitedwaystore.com | 30. Five days' of icy window scraping during the winter |
| 15. Gym pass | 31. Get swag from vendors you work with |
| 16. Candy or snack basket | 32. Department pizza party |
| | 33. Extra raffle entries (if you have a raffle) |



Consider Using Incentives for:

1. Attendance (may have to include virtual) at a campaign presentation or event
2. Department that completes their campaign first
3. Department with highest participation
4. Early bird drawing for exceeding a goal
5. Giving at the "Leaders in Giving" level
6. Highest percentage increase in donation (individual or department)
7. Increasing pledge by 10% over last year
8. New donor pledging \$1/week or pay period
9. Payroll deduction giving at a certain level
10. Pledging one hour's pay per month
11. Increasing pledge by \$1/week or pay period
12. Turning in pledge cards at a campaign presentation, event or by a specific date



TIP: To get more mileage out of your incentives, spread them out so more people win. For example, if you are offering a parking space near the front door, select 12 recipients (one for each month) instead of just one.