

QUICK GUIDE - Incentives, Activities & Games

INCENTIVES

Why add them to your campaign?

- Build excitement
- Energize individuals
- Bring employees together
- Can be budget friendly
- Encourages first time givers and pledge increases

How to structure an incentive program?

- By individual participation
 - Anyone who attends a rally is entered to win a door prize
 - Anyone who pledges is entered for a drawing
- By timeframe
 - Anyone who contributes by X day or X time is eligible for a prize/drawing
- By increase
 - Anyone who increases their gift over the previous year by ____% is eligible for a prize
- By gift level
 - Anyone who gives ____ dollars or more is entered into a special drawing
- By company goal
 - If the company achieves ____% participation, all employees can wear jeans on Friday (or some other incentive)

What kind of incentives should you add to your campaign?

- Corporate match
- Prime parking space
- Company coupons (downloadable on this site and available to print in the Campaign Resource Guide)
 - In at Ten—employee can sleep late and come to work at 10
 - Flee @ 3—employee can leave work early one day
 - Casual for a Cause—employee can wear jeans to work one day
 - Call in Well—employee can take a day off with pay
 - Hats on for United Way—employee can wear their favorite sports cap to work



ACTIVITIES

Why add them to your campaign?

- Build morale
- Bring employees together
- Build excitement
- Promote UW campaign
- Can be budget friendly

What kind of activities should you add to your campaign?

- Wastebasket Shooting Contest
- Turkey Bowling
- Beachball Volleyball
- Relaxation Day (bring a massage therapist into the office)
- Chili Cook-Off
- Theme Basket Raffle
- Duct Tape the CEO to a wall

See many more suggestions in the Campaign Resource Guide (also downloadable on this site).

GAMES

Why add them to your campaign?

- Educating employees
- Building morale
- Bring employees together
- Can be budget friendly

What kind of games should I add to my campaign?

- United Way Crossword puzzle
- United Way Word Search
- Making Decisions Game

All of these games are pre-made and available on the FCAUW website under the Campaign Headquarters tab.

