

# QUICK GUIDE: Incentives, Activities & Games

## INCENTIVES

### Why add incentives 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
  - In at Ten—employee can sleep late and come to work at 10
  - Flee @ 3—employee can leave work early one day
  - Snooze or Cruise—employee has the choice of coming in late or leaving early
  - 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

### 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)
- Duct Tape the CEO to a wall

## GAMES

### What kinds of games should you add?

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

These games are premade and available on the Franklin County Area United Way website.  
[www.franklincountyuw.org](http://www.franklincountyuw.org)