Big List of FUNdraising Ideas
EMPLOYEE INCENTIVES

What Can Incentives Do For My Campaign?
- Increase enthusiasm and participation
- Increase average gift
- Encourage employees to pledge promptly
- Encourage attendance at campaign meetings

Ideas for Incentives
- Parking Place
- Afternoon off of work
- Lunch with the boss (out of office and the boss pays)
- Movie/game/play tickets
- Snooze day (allowed to come in late)
- Golf with the boss
- Car washed by boss or co-worker
- Leave one hour early/come in one hour late
- Office redecorated or cleaned
- Trading spaces. Employee wins a day in a bigger office.
- Gas and car wash gift certificates
- Jeans on Fridays
- Company promotional items

A Dollar-An-Inch Contest
Executives participate in an all-day competition to end the day with the shortest tie. Employees cut an inch off their favorite executive’s tie each time they give to the community. Employees can donate $1 per inch. Give prizes for the shortest tie, the ugliest tie, etc.

Buttons
Give all who donate a button stating, “I Gave to United Way.”

Casual Days
Sell Casual Day Badges allowing employees to dress casual on certain days. Employees purchase badges for $5 each through payroll deduction or cash donation. The badges carry an expiration date, depending on the amount donated. Designate certain casual days as “Crazy Days” and encourage your employees to show their wild side: Tuesday—Stupid Hat Day. Wednesday—Outrageous Socks Day. Thursday—Sports Team Day.

Departmental Competition
The department with the best participation (most pledge cards returned) is rewarded with a pizza party, wash or lunch with the CEO.
Pledge Incentive
This event requires the consent of your CEO and Human Resources Department. Every employee who meets the challenge of pledging a certain dollar amount has their name entered into a drawing for a paid “vacation day.” In addition, they can get an additional entry if they turn in a signed pledge form during the first hour following the kick-off into a special drawing.

Thank You’s
Thank employees: in newsletters and e-mail; with a special brunch or dinner payroll stuffer message; give personalized letters from the President at staff meetings with thank you mugs. Host a United Way agency representative at a staff meeting who brings personal thank you greetings with thank you cards attached with heart pins (for “opening their hearts” or “having hearts of gold”); personal phone calls made by the President or board members; thank you posters that include the names of all donors (consider posting in public places); an announcement on the local cable television station; newspaper ads that recognize all donors by name; and thank you flyers on cars.

Vacation Days
This event requires the consent of your CEO and Human Resources Department. Many ECMs say this event easily guarantees almost 100% participation. Employees “buy” a vacation day. When an employee chooses to participate, their wages from a day’s work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to the campaign. Everyone wins through the implementation of this activity. The organization achieves high participation, the employees gets a “day off” and the community benefits. Remember the reasons you are using events to help raise funds during your campaign:
- Create greater community understanding
- Build morale
- Increase volunteering
- Raise money
- Honor leadership givers
- Reward team
- And most importantly…

HAVE FUN!

A Note About Incentives and Prizes:
Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish “reward” for giving to United Way. It can seem inconsistent with the spirit of United Way so use your best judgment. A good place to start is with your vendors for incentives. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company’s vendors to show how much their business is appreciated while it spreads awareness of United Way.