

# UNITED WAY OF SOUTHWEST MINNESOTA

## Prize and Incentive Ideas

Prizes and incentives can provide a boost to your campaign while showing 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 increase employee participation or the average gift. See incentive ideas at the bottom of the page.

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-worker!

### Prize Ideas

1. Call in “well” day
2. Car started by supervisor for a week in the winter
3. Chair massages for a winning department
4. Extra PTO
5. Free Jean Day coupon or punch card
6. “Coffee Break” coupon
7. Coffee served by supervisor at donor’s desk each morning for a week
8. Cookies baked by boss
9. Dinner for two at a local restaurant
10. Free Breakfast coupon
11. Free Lunch coupon
12. Free night at a local hotel for a “mini-getaway”
13. Gift Certificates: retail, chamber bucks, oil change, etc.
14. Gifts from the United Way store at [unitedwaystore.com](http://unitedwaystore.com)
15. Gym pass
16. Jump Start coupon (leave work early)
17. Long Lunch coupon
18. LIVE UNITED shopping bag
19. LIVE UNITED T-shirt
20. Lunch with CEO/Supervisor
21. Manager does the winner’s job for an hour/day
22. Movie pass
23. Music event tickets
24. Open the soda machines for a day or hour
25. Popcorn Friday
26. Preferred Parking coupon
27. Professional massage
28. Sleep in Late coupon
29. Sporting event tickets
30. Surprise envelopes
31. Window Scraping coupon



### 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 1% 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
12. Turning in pledge cards at a campaign presentation, event or 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.

United Way  
of Southwest Minnesota

