



UNITED WAY OF SOUTHWEST MINNESOTA

Prizes and Incentives

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

Consider Using Incentives for:

- Attendance at a campaign presentation or event (in-person or virtual)
- Department that completes their campaign first
- Department with highest participation
- Early bird drawing for exceeding a goal
- Giving at the "Leaders in Giving" level
- Highest percentage increase in donation (individual or department)
- Increasing pledge by 10% over last year
- New donor pledging \$1/week or pay period
- Payroll deduction giving at a certain level
- Pledging one hour's pay per month
- Increasing pledge by \$1/week or pay period
- 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're offering a parking space near the front door, select 12 recipients (one each month) instead of just one.