

CAMPAIGN INCENTIVES

Below are several ways to help your organization stay engaged in the United Way campaign:

Corporate Gift

If employees know that their organization also makes a corporate gift to United Way, employees will feel supported in their own giving.

Corporate Match

Some companies match what their employees give to United Way. This is a great way to incentivize employee participation and double or triple the impact that United Way can have in the communities we serve.

Prime Parking Space

During campaign, reserve a parking space close to the door for a United Way donor.

Gift Cards

Provide gift cards to local establishments. You may choose to raffle off the gift cards to those who pledge early.

Paid Time Off (PTO)

Who doesn't love more vacation time? Providing an extra day of PTO has been a successful way that many companies use to encourage their employees to participate in their United Way campaign. This incentive boosts morale and satisfaction in a way that no other incentive can!

Coupons

Create coupons for your employees who participate in the campaign. Some examples of fun coupons you can offer are: Sleep in Late, Flee at Three, Casual Day, and Call in Well.

United Wednesdays

A school district purchased United Way T-shirts for its staff and faculty. The district encouraged the staff and faculty to wear their United Way T-shirts on Wednesdays as a reminder that the district is committed to their partnership with United Way. Any organization can do this.

Casual Fridays

For those who give, offer the option for them to dress casually on Fridays during the campaign.

Special Events

Infuse your campaign with special events, such as a pancake breakfast, chili cookoff, or a special luncheon.