



WHAT'S THE INCENTIVE???

Incentive ideas to make your United Way employee campaign more successful and more FUN!

Employee incentives are a great way to add excitement and boost participation in your organization's United Way campaign. Have fun while helping our community through the United Way. We hope this list can offer your team some great ideas or spark different approaches for your organization. Thank you for your interest in offering employee incentives with your United Way campaign. With your United Way gift, you ensure that people have access to the "building blocks" for a better life: Education, Income, and Wellness. When you give to the United Way of Buffalo and Erie County, you are helping to break the cycle of poverty from the ground up and advancing the common good for the entire community.

You can offer incentives in the following areas to help boost participation:

- Based on set, specific giving levels (see your United Way contact for help in identifying recognized giving levels)
- For timely return of pledge cards
- For gifts to the United Way of Buffalo & Erie County, the United Way's preferred giving option which does the most good with your gift
- For anyone who participates in the campaign
- For those who choose to increase their gift from the last year
- For givers who have never given to the United Way before
- Interoffice/department competitions with a prize for the winning team / or first office/department with pledges in

Here are some ideas for prizes. Think what would be appreciated most by your co-workers and get creative! The United Way campaign can be FUN!

PRIZE IDEAS:

- Tickets to a Buffalo Bills/Sabres/Bisons/ game or other area attraction such as Shea's Performing Arts Center or Kleinhans Music Hall
- Gift certificates (restaurant, entertainment rentals, bowling, parking, car wash, oil change)
- Movie passes
- Local/regional sports jersey
- Merchandise (TV, DVD or VCR, camera, radio)
- Trips/escape weekend (use those frequent flier miles!)
- Small items (t-shirts, mugs, candy, cookie baskets)

FREE STUFF:

- Executive parking spot for week or month
- Executive parking spot designated for the United Way Contributor of the Month (sign)
- United Way Day (paid day off from work)
- Job Swap with the boss (boss does winner's job for a day)
- Boss washes winner's vehicle in the parking lot
- Boss clears snow off winner's vehicle for a week/month/winter
- Winner can dress down for a week
- Lunch with the CEO

Ideas for additional FUNdraisers to boost the United Way Campaign:

In addition to their regular United Way campaign, more organizations are running other fundraisers to increase their support of the community through the United Way. These fun activities not only help out people in need in our community, but they also are a fun way of boosting employee morale. Some of the United Way's best community supporters utilize these types of fundraisers. It's easy and can make a BIG difference!

- Host a hot dog roast during lunch hour with proceeds to benefit the United Way

- Sell bagels for \$1.00 in the morning
- 50/50 split raffles at organizational picnics or events
- Bosses cooking breakfast in the morning in the workplace cafeteria
- Charge \$1.00 for dress down days
- CEO in a dunk tank at picnics or events – charge \$1.00 per chance
- Silent Chinese auction – have employees create themed gift baskets, such as a theatre basket containing 2 tickets to a show, a bottle of wine and 2 wine glasses. Employees buy tickets and place them in a container that corresponds to the prize they wish to bid on. Hold a drawing and pick the ticket of the winner for each prize.
- Raffle off tickets to an event (sporting, cultural, etc.)

**USE YOUR IMAGINATION – THE POSSIBILITIES
ARE ENDLESS!**