



Campaign Incentive “How To”

How to use prizes & incentives...

1. By Individual Participation—Anyone who participates is eligible.

Examples:

- Anyone who attends a rally is entered to win a door prize
- Anyone who pledges to United Way is entered into a drawing for a reserved parking space

2. By Time Frame—Anyone who contributes by a certain time is eligible.

Examples:

- Anyone who turns in their pledge card at the rally is entered to win a door prize
- Anyone who pledges in the first week receives a half-day off

3. By Increase—Anyone who increases by a certain amount is eligible.

Examples:

- Anyone who increases their gift by 3 percent or more receives a "casual Friday" coupon
- Anyone who makes a first-time gift receives a "call in well" coupon
- Anyone who increases their weekly pledge by \$1 or more receives a "Flee @ 3" coupon
- Anyone who pledges at a certain level is eligible.

4. By Gift Level—Anyone who pledges at a certain level is eligible.

Example:

- Anyone who gives \$250 or more is entered into a drawing for a day off

5. If the company achieves X participation, all employees receive an incentive.

Examples:

- If the company achieves 50 percent participation, all employees can wear jeans on Friday
- If the company increases participation by 10 percent, the company will host a pizza party

Other Prize & Incentive Ideas

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| <ul style="list-style-type: none"> • Shares of company stock • Paid time off –see sample coupons on left • Cocktails or dinner at the CEO's home • Pizza party • Coffee served at donors' desks each morning for a week, served by the CEO • Tickets to plays, sporting events or concerts • Golf lessons • Free hotel stay • Housecleaning service • Lottery tickets • Beauty or barber shop coupons | <ul style="list-style-type: none"> • Big screen television • iPad • Free Oil Change or care wash • G.C to stores/restaurants • Movie passes • Plants • Gas cards • GGUW LIVE UNITED t-shirt • Company apparel or gear - t-shirts, sweatshirts, mugs, key chains • Day off to volunteer • Gift certificate |
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Coupons

Thank you for choosing to give!

Flee @ 3

Use this coupon and get off work early. It's a small way of saying thanks for your pledge.



Thank you for choosing to give!

Prime Parking

Use this coupon to park in the "Manager's" parking space. It's a small way of saying thanks for your pledge.



Thank you for choosing to give!

Sleep in late

Use this coupon and show up late to work. It's a small way of saying thanks for your pledge.



Thank you for choosing to give!



Thank you for choosing to give!

Call In Well

Use this coupon and take a day off. It's a small way of saying thanks for your pledge.



Thank you for choosing to give!



Thank you for choosing to give!

Casual Friday

Use this coupon and wear jeans for a day. It's a small way of saying thanks for your pledge.



Thank you for choosing to give!



* If you choose to use these incentive coupons, consider writing the recipient's name on the back of the coupon and having the campaign coordinator or a supervisor to initial the coupon to 'validate' it with a use by date.