

# INCENTIVES: Growing our Impact



Char-Em United Way

## SCHOOL CAMPAIGNS Special Incentives

Giving to United Way helps all the children in our communities succeed. With the school incentive program, schools have the opportunity for additional incentives for their school district.



## INCENTIVE OPTIONS

### Mini-Grants

10% of the total dollars raised from all of the school campaigns will be made available through one-time mini-grants. **Districts that include the 5 best practices listed below in their employee campaign will be eligible to apply.** Mini grants can be used for field trips, supplies, curriculum materials, etc.

### Participation Incentive

All *districts* that increase their participation by 25% will receive Live United T-shirts for all donors (minimum \$10).

### Individual Incentive—Stuff the Bus Evaluation

United Way will deliver supplies from the **Stuff the Bus** drive to schools in late August. Teachers will be asked to complete a short evaluation by Oct. 18. All respondents will be entered into a drawing to receive one of 4 \$50 gift cards to purchase additional classroom supplies.

### New Donors and Increased Gifts

The Frey Foundation will match all contributions from first time donors and increased gifts from renewing donors (up to a total of \$30,000). All or some of your contribution may be doubled!

### Special Event Incentive—Lesky Lunch Challenge

Any individual *school or district* that holds a special event\* between Sept. 3 and November 29 to raise funds and awareness of United Way will be **entered into a drawing for a staff lunch from the Lesky Agency and MEEMIC Insurance.**

\* *We can suggest Special Event ideas*

## UNITED WAY BEST CAMPAIGN PRACTICES

- Recruit a **Workforce Campaign Coordinator** (or team) to help fun an internal campaign and work closely with UW staff to plan and implement;
- **Top Leadership speaks out** on behalf of the UW campaign;
- Offer **payroll deduction**.
- Allow UW staff or volunteer to **speak about the good work of United Way to all employees**. Even better if a **school staff member also speaks** to advocate or tell a personal story;
- **Distribute pledge cards and brochures to every employee** (preferably on the day that UW speaks) and return to UW no later than October 18.