

# UNITED WAY OF SOUTHWEST MINNESOTA

## Prize and Incentive Ideas

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

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

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