

CAMPAIGN FUNDRAISING IDEAS

It's important to use incentives as a tool to increase employee participation or the average gift. What works for one company may not work in yours, so do what's appropriate. Ideas include:

INCENTIVES & PRIZES

- **Time off** – an extra vacation day, half-day, sleep in late, call in “well” day, 2-hour lunch break, ‘Sign off at 3 p.m.’ coupons, etc.
- **Prime parking spaces** – Post a sign saying “United Way Winner” or the CEO’s spot for a week.
- **Lunch with the CEO** – off-site and they pay!
- **Gift certificates** to stores, restaurants, spas, salons.
- **Jeans on Friday** during the campaign.
- **Promotional items** from your own company.
- **Gifts from the United Way Store** – www.unitedwaystore.com.
- **Movie gift cards.**
- **Coffee talk with the CEO.**
- **Car wash gift card/car detailing.**
- **Door Dash/Grub Hub/Uber Eats gift certificates.**
- **Membership to a book club.**
- **Tickets to a local museum, aquarium, etc.**
- **Amazon Prime Membership/gift card.**

- **Drawings** – can be used to motivate employees to donate or increase gift amount.
 - **Early bird Drawing:** Return your completed pledge form by [date] to be entered to win a prize.
 - Or –
 - **Used to increase employee gift:** Employees that increase their donation by [amount or percentage] will be entered to win a prize.



United Way of Clark,
Champaign & Madison Counties

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