

GETTING STARTED

2.8 Increasing Campaign Participation: Using Incentives

Using incentives is a great way to motivate people to participate in different aspects of your campaign from attending meetings to turning in a pledge form. The key to using incentives is to figure out what motivates employees at your organization. Incentives can be small (a piece of candy), free (a reserved parking spot) or large (event tickets) depending on your goal(s) and budget. One easy way to build incentives into your campaign is to create friendly competition into your campaign activities. Some people will go to great lengths to be crowned the winner.

When to Use Incentives:

- Encourage first-time donors to make a gift
- Promote attendance at meetings or campaign events
- Persuade colleagues to turn in their pledge form by a certain date
- Encourage a pledge increase or leadership gift

Incentives if you DON'T have a budget:

- Casual day stickers
- Prime parking spaces
- Pass for a long lunch
- Pass for "sleep in late" day
- Company merchandise/apparel
- Pot luck
- Traveling trophy for department with highest participation or percentage increase
- Car started & windows scraped every day for a week
- Donated items or gift certificates from vendors or local merchants

Incentive Ideas if you HAVE a budget:

- Candy
- Free food
- Vacation time
- Celebration or department lunch
- Movie passes
- Gift certificates
- Tickets to local sporting events or theatre events
- Weekend getaways
- Salon/Spa services
- Gas and car wash certificates

Where to get incentives:

- Your company (Swag or Logo items)
- Your vendors
- Local businesses
- Managers or other employees
- <http://www.unitedwaystore.com>