

Incentives

Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish “reward” for giving to United Way. It can seem inconsistent with the spirit of United Way so use your best judgment.

A good place to start is with your vendors for incentives. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company’s vendors to show how much their business is appreciated while it spreads awareness of United Way.

Ideas for Incentives

- Parking Place
- Afternoon off
- Lunch with the boss (out of office and the boss pays)
- Movie/game/play tickets
- Snooze day (allowed to come in late)
- Golf with the boss
- Car washed by boss or co-worker
- Leave 1-hour early/come in 1 hour late
- Office redecorated or cleaned — Trading Spaces
- Gas and car wash gift certificates
- Jeans on Fridays
- Company promotional items