



United Way of Dane County

Campaign Incentives Guide

Incentives motivate and promote giving, advocating and volunteering. To encourage participation, consider adding incentives for attending meetings, submitting pledge forms or increasing annual gift.

When to Add Incentives

- To encourage first-time donors to make a gift
- To encourage a pledge increase or a leadership gift
- When employees attend meetings and campaign events
- To persuade colleagues to turn in their pledge form by a certain date
- To educate colleagues about United Way and our Plan for Community Well-Being

Where to Get Incentives

- Your organization
- Ask your vendors or local businesses for in-kind donations
- Have managers or other employees offer to sign up and provide an incentive
- Use company merchandise or apparel
- Use the United Way store at unitedwaystore.com
- Have company credit cards that accrue points? Redeem the points for prizes or gift cards!

No-Budget Incentive Ideas

- Jeans day stickers
- VIP parking spaces
- Pass for a long lunch
- Pass to sleep-in late
- Office potluck
- Office executive for a day
- Traveling trophy for department with highest participation or percentage of increase
- Car started and windows scraped every day for a week
- Donated items or gift certificates from vendors or local merchants

Incentives if You Have a Budget

- Consider a corporate match opportunity to incentivize new or increased gifts
- Candy or treats
- Free food – try hosting a luncheon or food cart
- Extra vacation time
- Movie theater passes
- Gift certificates to local restaurants, spas, gas, etc.
- Tickets to sporting events
- Weekend getaways

Have questions or additional ideas for incentives?
Contact campaign@uwdc.org.

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The Power of Caring. Working for All.