

**Helpful ideas to encourage campaign participation**

**INCENTIVE IDEAS**

* Time-off opportunities such as a PTO day for “fair share” donors, call in “well” days, early-dismissal, or a “sleep-in” voucher
* Donate to wear jeans on Friday or participate in a dress-down/casual day
* Prime location or reserved parking spot for a week/month/year/season
* CEO or top leadership does an employee’s job for part of the day
* Drawings for concert or sporting event tickets
* Drawing for a special experience or item from a leadership member (e.g. home-cooked meal from the CEO, office serenade by the CFO, etc.)
* Pie-in-the-face, car washes, or office/cubicle cleanings by leadership member
* Drawing for food delivery, lunch for you and a co-worker, specialty coffee delivery, etc.
* Take a hike on the wild side (half-day off from work and Zoo passes)
* Host a food truck party for employees who donate
* If someone on the leadership team has a vacation home, offer it up for a weekend as an extra special incentive

**EVENT IDEAS**

* **Chili cook-off** – Employees prepare chili. Judges decide which chili is the best. Employees can buy a bowl of chili for lunch that day or charge for a spoon/mug/bowl to sample all the chili recipes.
* **Bake sale –** Employees contribute baked goods. The treats are sold during the workday with proceeds going to UWSWI.
* **Jeans Day** – Pay to wear jeans on a specified day.
* **Car wash** – Employees can pay for the leadership team to wash their car on a designated day.
* **Children’s art auction** – For companies with an on-site childcare facility, consider displaying artwork from each child or classroom or group and allow people to buy it.
* **Basket auction** – Ask departments or groups to make a themed basket (holiday baking, movie night, home improvement, coffee lover, etc.) and let employees bid on them/buy them.
* **Billiards Contest** – Employees can compete individually or in teams. Decide on the game format (e.g., 8-ball, 9-ball, scotch doubles), establish entry fees and prize structures, and promote the event.
* **Cornhole Tournament** - Determine tournament type (single elimination, double elimination, or round robin), set fees and prize amounts, choose date and venue that work for your group.

**THANK YOU IDEAS**

* Management serves breakfast or lunch to donors
* Early morning coffee service, delivered by leadership team member
* Management hosts an appreciation breakfast or luncheon at a local restaurant
* After-hours wine and cheese party
* Management team scoops up ice cream sundaes and personally thanks each employee. Consider providing yogurt or fruit for employees on special diets.
* Chair massages
* Host a family-friendly party somewhere like Newburgh Family Entertainment Center, Walther’s Golf and Fun, cMoe, Mesker Park Zoo, etc.
* Sleep-in late awards, call-in “well” days, early dismissal Fridays, or a bonus vacation day
* Offer a week of extended lunch breaks or a single two-hour lunch break.
* Open candy or soda machines for a day or week to those who donated to the campaign.
* Stock a drawer in the break room with delicious snacks and sweets.
* Assemble a treasure box with little treats, toys, stickers, etc. and let the donors pick a prize! Fidget toys, company swag items, chewing gum, and mini candy bars are always popular.