

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
- Create a team challenge prize. The department with the highest participation earns a pizza party, breakfast bar, or traveling trophy.

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.

- **Pet Photo Contest** – Employees submit a photo of their pet for a small fee. Employees purchase votes. The pet with the most votes wins a prize. Can do multiple categories.
- **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.
- **Trivia Competition** – Employees can compete individually or in teams. Set entry fee and award prizes to top scorers.

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.
- Spin-the-wheel for small rewards like snacks, swag, gift cards, or office perks.