



Company Campaign Incentives

Sometimes, generosity needs a kick start. In addition to United Way's campaign incentives, offering company-specific incentives is a great way to increase enthusiasm and participation, encourage prompt pledging and increase average gifts. Be sure to tailor your message to fit your company culture. All gifts, at any level, are important and help make a huge impact in our community.

Here are some examples of different goals and ways to provide incentives to help meet your company goal, regardless of size:

Goal Examples:

- Reach your company identified participation goal
- Company meets campaign goal
- Employees increasing gift to next giving level
- Obtain certain number of new donors that give \$5/pay period
- Join Leadership Circle, Women United, or ELU



Incentives:

- Extra vacation days
- Special parking spot
- Casual week
- Jeans passes
- Companywide celebration
- Breakfast with the CEO
- Team outing - bowling/baseball game
- Food truck Friday
- Movie party in the breakroom or front lawn
- United Way/Company swag
- Gift cards
- Car Wash by Company Leadership