

# Making an Employee Campaign Fun:

## Incentives & Special Event Ideas

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While your campaign goals should focus on traditional employee solicitation, it's okay to have a little fun! Many companies incorporate extra events into their campaign to encourage participation and boost results. **Take advantage of the following ideas as incentives for employees to turn in pledge cards, way to increase gifts and participation or tools to educate and inform.**

### Incentives:

- Time off work
- Movie passes
- Paid lunch with the boss
- Special Parking spot
- Sleep-in late awards
- Gift certificates
- 2 hour lunch break
- Round of golf with the boss
- Event/sport tickets
- United Way logo materials
- Company logo materials
- Theme gift baskets
- Dress Down Days (Jeans Days)

### Campaign ideas:

- Company Match Program (for each dollar or if a certain goal is reached)
- Special drawing or reward for turning in pledge by certain date
- Reward for reaching a company participation goal
- Silent auction/ bake sale
- Recognition event for major contributors (breakfast, lunch, etc)
- Offer employees that give \$500+ to get their birthday off work
- Parking lot BBQ for \$...all goes towards UW campaign
- Have employees volunteer with a partner agency or take an agency tour



United Way  
of Delaware County