

Campaign Incentive Ideas

Incentives are a great way to get employees involved and they do not have to be expensive. Incentives can be awarded to departments or individuals for donating or participating during special events. Organizations might use incentives to recognize high participation rates, first time givers, or for meeting organization/department goals. Using incentives can be a great tool to encourage prompt return of pledge forms! Here are some successful ideas used in past campaigns. Which ones might be appropriate for your organization?

- Live United t-shirt
- Live United promotional items
- Time off from work
- Call in “well” day
- Snooze button certificate
- Siesta certificate
- Birthday vacation day
- Celebration lunch
- Casual dress days
- Weekend getaway
- Restaurant gift certificates
- Trade jobs for a day
- Maid services
- Lottery tickets
- Morning or afternoon snacks delivered by the boss
- Store gift certificates
- Movie tickets
- Free oil changes
- Gas certificates
- Sporting event tickets
- Open soda machine for day or hour
- Parking space
- Lunch with the boss
- Car washed by management
- Company logo wear
- Tee times or golf lessons
- Free massage
- “Surprise!” envelopes
- Traveling trophy that goes to the department with the highest percent of participation or dollar increase
- Volunteer certificates – time off to volunteer
- Pizza party hosted by management
- Breakfast cooked by management

