

Appreciation and Incentives for Your United Way Work Campaign

Below are some creative ways to inspire and thank your employees during your United Way workplace campaign:

United Way/Corporate Merchandise

- Give United Way or company T-shirts, pens, or note pads.
- Sponsor an employee contest to design unique campaign images, slogans or logos. Use the winning design to create T-shirts that can be distributed as donor thank-you gifts. If your budget permits, concert or sporting event tickets are great incentives.

Thank You Breakfast/Lunch

- Have your management serve breakfast to or prepare lunch for employees who contribute.
- Host an appreciation breakfast or luncheon at a local restaurant.
- Schedule an after-hours wine and cheese party for employees and their spouses/special guest.

Balloons and Flowers

- On the last day of the campaign, surprise and thank donors with a balloon, flower or other small gift at their desk.

Scooping Up Success

- Ice-cream parties are always fun. Have your management team scoop up sundaes and personally thank each employee. Provide yogurt and fruit for employees on special diets. They'll appreciate your extra consideration and concern.

Time Off

- There are multiple approaches to this popular incentive: Sleep-in-late awards, call-in "well" days, early-dismissal Fridays or bonus vacation days.
- Consider pairing time off with hotel or airline vouchers (don't forget the company's frequent flyer miles).
- Offer a week of extended lunch breaks or a single two-hour lunch break.

Parking

- Convenient parking is a major incentive for many employees. Offer prime parking spaces or the CEO's spot for a week.

Dress Down

- If goals are met, consider relaxing the dress code and offering a year of casual Fridays.

(more)

CEO

- CEO involvement is a huge factor in achieving a successful campaign. If your top executive is on board and ready for some fun, employees will love it.
- Try these as incentives for meeting your goal: CEO performs someone else's job, washes an employee's car, kisses a pig, shaves his/her head, takes a pie in the face, etc.
- If they have a vacation home, ask them to offer it up for a weekend as a special prize.

Pamper Them

- Distribute gift certificates for massages, manicures/pedicures, etc.
- Have a designer decorate employee offices (great idea for the HGTV fans).
- Serenade them with singers.

On a Budget

- There's still plenty of fun to be had on a tighter budget:
- Open candy and soda machines for a day or week.
- Have kids served by United Way agencies create employee thank-you cards, which can be distributed with pay statements.