DEVELOP YOUR STRATEGY

Motivate your peers and let them know each donation, no matter its size, is powerful.

Incentives that encourage participation

Prize/gift category ideas

- Turning in pledge cards at a group meeting
- Pledging through payroll deduction
- Giving for the first time
- Increasing a pledge
- Pledging an hour's pay per month
- Attending an employee meeting
- Being a leadership giver ($1,000 or more)

Departmental contest ideas

- Highest participation rate
- Highest percentage of new givers
- Highest percentage of increased gifts
- First to turn in all pledge cards

Employee prize/gift ideas

- Free lunch certificates
- Casual day
- Extra vacation day
- Come-in-late or leave-early pass
- Entered into a drawing for:
  - Desired parking space
  - Movie tickets and/or dinner gift certificates

Department prize ideas

- Pizza party
- Tailgate BBQ served by managers
- Ice cream social
- All employees receive a ticket for a drawing

Personalize pledge cards

Print each employee's name on their pledge card.

- It will be easier to keep track of outstanding pledge cards.
- Employees will feel more a part of the campaign and will be more likely to give.

Download a template to personalize pledge cards here.

Do not hand out pledge cards to employees until the end of the employee meeting.

- Individuals may make their giving decision before they've had an opportunity to hear the reason for giving through United Way.
- Once a pledge card has been signed "zero," it is unlikely the individual will attend the meeting.
- Also, pledge cards are likely to get misplaced.

United Way