

# PARTICIPATION INCENTIVES

## MOTIVATION FOR EMPLOYEES TO ENGAGE

### 2024

Sometimes we all need a little motivation to act. **We've developed a list of ways to encourage your colleagues to participate in your workplace campaign.** By combining efforts, they can improve communities and earn something special.

## ENGAGEMENT CATEGORIES

Here are some possibilities. Consider coming up with your own opportunities too.

### Departments or teams that compete and win

Give incentives to winners of group events.

### Employees who pledge

The hardest part of giving is starting the habit. Provide incentives when individuals...

- Make a first-time pledge.
- Have submitted a pledge in prior workplace campaigns and pledge again.
- Increase their pledge amount.
- Become a Leadership Donor by pledging \$1,000+ to United Way.

### Pledge amounts equaling or exceeding \$\_\_\_\_\_ over a 12-month period [Set per donor.]

Offer incentives to employees who make a pledge equal to or over an annual goal.

### Workplace participation equaling or exceeding \_\_\_\_% [Set total percentage.]

Celebrate employees who participate if the total percentage involved meets a threshold.

## INCENTIVE IDEAS

Here are some options. Consider coming up with your own ideas too.

### Co-branded merchandise

Create customized items that feature your workplace and United Way logos to give out.

Visit United Way's store at [www.unitedwaystore.com](http://www.unitedwaystore.com) to choose and create your co-branded items.

### Deliveries

Send employees flowers, items from Amazon or food from DoorDash, UberEats, etc.

### **Gift cards**

Distribute gift cards to employees for delivery services, to restaurants and stores, etc.

### **Gratitude events**

Host a special event to honor workplace campaign participants.

Consider inviting your United Way philanthropy representative to attend.

### **Paid time off (PTO)**

Give employees a predetermined amount of extra PTO.

### **Parking spots**

Set aside the best parking spots for employees and assign them times to use the spots.

### **Personalized thank you**

Have your workplace leadership provide employees with special acknowledgements.

### **Shorter working hours**

Allow employees to work less—whether they have a late start, early leave, longer lunch, etc.

### **Shout-outs**

Acknowledge employees in email messages, digital communications, newsletters, etc.

### **Workplace promotional items**

Pass out gear and clothing with your workplace logo and colors to employees.