

DIALING UP CAMPAIGN FUN WITH RAFFLES AND INCENTIVES

Campaign incentives create great campaign visibility, inspire higher levels of participation and generate more fun for everyone — including the Employee Campaign Manager!

Some organizations hold separate incentive raffles for their leadership and employee campaigns. Others raffle off employee “performances,” such as talent shows or Karaoke auctions. Still others hold two raffles — one at either end of the campaign.

For example, the initial raffle draws upon the names of everyone who returns his/her pledge card at the kickoff event or on the first day of the campaign are pooled; winners are drawn at the close of the kickoff meeting or the following morning. The final raffle combines all of the original names *plus* the names of all who returned their cards between the kickoff and the last day of the campaign. Then, names are drawn in the last hour of the last day of the campaign or the following day. The ECM generally coordinates the drawing and works with management to get the CEO, campaign committee member, celebrity Board member or employee to draw the names.

PRIZES

Some organizations have elaborate incentives but low- or no-cost incentives are just as effective and fun. Experience shows that it's not the value of the prizes that makes the raffle successful, but the creativity, energy and hype that create an atmosphere of fun!

Prizes can be whatever fits each company's budget or culture. Some companies ask local merchants to donate restaurant gift certificates, services, etc., or get donations of theater or sporting event tickets. Companies can consider offering free vacation days, parking privileges, meals in the cafeteria, coming in late to work one day, lunch with the CEO or tickets to an annual black-tie fundraisers as raffle prizes. Ask vendors what they would be willing to contribute — or suggest that they clean their storerooms and donate T-shirts, water bottles or supplies. Remind vendors that prizes with logos provide free advertising!

Ask employees what services they might be willing to provide as raffle prizes. Anyone who has a particular talent or skill might donate services for visibility or personal satisfaction. An employee who is a talented photographer in his/her spare time may be willing to donate a family portrait for the cost of the film. An exceptional cook or baker could offer to make a cake or meal for a special occasion — the possibilities are limitless if you just ask!

INCENTIVES THAT INSPIRE

Here are some ideas that have worked at local organizations:

- ❖ Extra vacation day(s)
- ❖ Lunch with the CEO
- ❖ Gifts from vendors or suppliers
- ❖ Passes for jeans or casual dress on a day other than casual day
- ❖ Free meal(s), sodas or desserts from company cafeteria
- ❖ Free family portrait by company photographer
- ❖ Breakfast for the department with the best results
- ❖ Parking for a day, week or month at the company facility (donated or auctioned)
- ❖ Services donated by the management team: car wash, cooked meal, etc.
- ❖ Free access for a day or week to facilities such as health club, private dining room, etc.
- ❖ Recognition in the employee newsletter
- ❖ "Stay at home in rotten weather" pass to be used by the employee during the winter months
- ❖ Ice cream social for employees who drop off their pledge cards on the way into the event
- ❖ Gift certificates from Borders, Barnes and Noble, Tower Records, etc.
- ❖ Flowers donated from a local florist — either on the day of the drawing or another date chosen by the employee
- ❖ Free gift wrapping services donated by managers for holidays or birthdays
- ❖ Movie passes, video store certificates, etc.
- ❖ Gift certificates from local merchants
- ❖ Dinner or evening with local celebrity (perhaps a Board member)
- ❖ Use of an executive's vacation home or time-share (donated or auctioned)
- ❖ Weekend use of the CEO's sports car, boat
- ❖ Tickets to sports or entertainment events
- ❖ Free use of a limousine or chauffeur for the day
- ❖ "Bail the CEO Out of Jail" event
- ❖ Food or beverage items
- ❖ Delivery of breakfast or lunch to your desk by management team member

Please share your own ideas for this year's campaign with your Account Manager so we can share them with others!

NEW IDEAS TO TRY

- ❖ Choose a symbol (Halloween, company, image; be creative!) and reproduce on colorful paper to post on employees' desks when they have returned their pledge cards
- ❖ Distribute candy bags at Halloween containing United Way information
- ❖ Hold an Employee Talent Show with free admission for employees who have returned their pledge cards
- ❖ Hold a Karaoke auction