

# CAMPAIGN INCENTIVES & SPECIAL EVENTS

## Incentives

Incentives are a great motivator. They don't have to be expensive and can be awarded to individuals or departments. Ask your vendors to donate incentives or prizes. Or, consider offering one or more of the following:

- Paid time off
- Jeans/casual dress days
- Reserved parking spots
- Gift cards (grocery or gas)
- Giveaways through a drawing
- Lunch with the CEO

## Special Events

Special events and other contests allow employees to have fun while joining together for a great cause. Be creative and tailor them to the interests of your company. Here are a few ideas:

- **Employee bake sale** – Always a tasty money-maker.
- **Company picnic** – Bring your employees and their families together and raise money through games.
- **Lunch with celebrity waiters** – Feature management staff. Have them pledge to match their tips.
- **Cookbook** – Have each employee contribute recipes and sell cookbooks. Try out the recipes at a picnic or lunch.
- **Jeans/casual dress days** – Ask employees to donate a few dollars to dress down.
- **Silent auction** – Ask coworkers to donate treasures, time, or talents (i.e. knitting lessons, babysitting, monthly baked good for a year, cook dinner for four, etc.).
- **Basket auction** – Have each department assemble a basket to auction off.
- **Penny wars** – A competitive way to collect loose change.
- **Chili cook-off** – Another tasty way to get your co-workers involved. Ask for donations to taste each recipe.