

Best Practices



HOW TO INCREASE PARTICIPATION

Incentivize & Offer Prizes

Food always draws a crowd – provide refreshments at your UW meetings and events but also include food as a prize for the “team with the most donors.”

Casual Days – allow employees to dress down, wear sports jerseys, pajamas, etc. for donating to your UW campaign

Focus on Family Prizes – most donors have children in their family and would participate more if prizes were more family friendly (movie night out, sports tickets or miniature golf passes)

Special Employee Passes – employees like new incentives so why not create special parking spot passes or “sleep in” or “long lunch” tardy passes

Gift Certificates & Gift Cards – who doesn’t like a good gift card or certificate somewhere in town? Tailor your prizes to your employee base and businesses/restaurants around your workplace for efficient accessibility

Company “Swag” – we find that company swag like t-shirts, notebooks, pens and even Yeti-like cups with your company logo or slogan on it can really make for a nice incentive; especially if they see a manager or executive with something similar.

Lunch or Evening Out with the CEO – employees like seeing the senior and executive management level involved in not only donating money themselves but also being a part of the prize. Raffle off a dinner with your CEO or a lunch with senior management during a workday. This makes management feel more approachable and included in the cause as well.

Practical Giveaways/Raffles/Prizes – try to stay practical with your prizes and incentives. Oil changes, gas cards, free hotel stays for one night, free swimming lessons, etc. can go a long way considering they are not just random prizes – these can actually be used!

Create Fun-raisers

Special Events & “Fun”-raisers – see our suggestions on page 11 to create a new type of excitement in the workplace

Educate & Share

UW Awareness at the right time, in the right place – Incorporate UW pledge forms into new employee orientation packets; offer to schedule agency tours or fairs so that people can see first hand how UW dollars are being used; find and share personal testimonials from employees who have utilized UW programs; schedule time for your UW representative to talk during team and safety meetings.