

# How to Run Your Campaign



## #5: SECURE CAMPAIGN INCENTIVES

Incentives can help you increase both fun and effectiveness of your campaign. Look within your company and to outside businesses and vendors. You will be amazed at what you find, and you do not always need a budget to makes this happen!

Did you . . .

- Ask your United Way representative about the best way to use your incentives?
- Ask fellow Campaign Coordinators what has worked for them?
- Ask fellow employees to contribute incentives?
- Ask your United Way representative for the United Way campaign catalog?
- Leverage incentives by tying them to participation and attendance
- Create incentive packages? (e.g., combine movie tickets, dinner for two, and baby0sitting money for a “Night on the Town” package)

### WHERE TO FIND INCENTIVES

#### Inside your company:

VENDOR/INCENTIVES	FELLOW EMPLOYEE/INCENTIVES	MANAGER/INCENTIVES

#### Outside your company:

VENDOR/INCENTIVES	FELLOW EMPLOYEE/INCENTIVES	MANAGER/INCENTIVES