

PARTICIPATION INCENTIVES

How to Motivate Employees to Engage

2026

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 of \$___ 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 of %___ over a 12-month period [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 to choose and create your co-branded items.

Car Detailing

Your leadership pays for two cars to be detailed via mobile detailing service.

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 development team member to attend.

Jeans Day

Offer “Jeans Day” coupons that employees can win.

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.

Wacky Wear

Employees get to choose who has to wear a wig or costume at next all hands meeting.

Walks

Coupons to “Take a 15-minute Walk” or “Take a 15-minute Phone Break”

Warm Car

CEO/Upper Management wipes snow off employees’ car and warms it up.

Workplace Promotional Items

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