

**Best Practices: Workplace Campaign Incentives**—*Offering incentives motivates those not inclined to participate; encourages greater participation than originally intended; and helps obtain personal contact info.*

*The United Way of East Mississippi saw a particular workplace campaign go from **\$1,200 to \$26,000** just by adding incentives to make the campaign more fun and exciting. Below are some great ideas from leading companies that make a difference in the annual campaign!*

### **Comcast Corporation**

- Comcast thanks employees through Executive messaging on their intranet site, TeamComcast, through press releases that recognize the collective efforts of employees, and through senior leadership meetings.

### **The Dow Chemical Company**

#### United Way Campaign Thank Yous—One Person at a Time

- Some sites give campaign ambassadors special tokens of appreciation. For example, campaign ambassadors in Midland, Mich. received reusable United Way **tote bags** and **Live United t-shirts**.

#### Leadership Giving Thank Yous—One Person at a Time

- Many sites hold special appreciation events such as **ice cream socials, breakfasts and luncheons**.

### **Eli Lilly and Company**

#### Food and Prizes—A Winning Combination

- All plant site employees received **free ice cream** at United Way celebration events as a thank you. Additionally, anyone who completed the pledge process was automatically **entered into a drawing for raffle prizes**, including Indianapolis Colts tickets, Spotlight points, prime reserved **parking places** and **tickets to cultural events** such as the Indianapolis Symphony Orchestra.

### **General Mills, Inc.**

- **Extra day off work!** The most significant incentive/thank-you is a “Care Day,” an extra day off work for headquarters employees who increase their United Way giving by specific targets (including a 12 percent increase in giving). Over half of givers contributed at these levels. Some plants offer a drawing for an extra day off for those who participate at certain levels. At headquarters, employees who return pledge forms by the deadline enter a drawing for a prime parking spot. Other incentives and drawings are offered at plants. Also, treats are handed out to everyone and Intranet news stories and posters thank people for their generosity. Retirees giving at a certain level are entered into a **drawing for gift cards**.
- During the campaign, in addition to thanking employees by giving them an extra day off in recognition of their contributions, General Mills handed out **cookies** at headquarters, had a viral video featuring United Way agency leaders and a Boys & Girls Clubs student thanking employees for their generosity. They also recognized employees by encouraging groups of employees to have their **photos taken** in a giant photo frame that reinforced the campaign logo. The photos were posted on an online bulletin board.

#### Foundation Face-Off Competition

- A competition in which winning business divisions received a **\$2,000 contribution** to the United Way agency of their choice. The competition was based on employee participation and how the division engaged their employees in the campaign and in community needs. Some teams held on-site volunteer projects through Caring Connection. Others held daily United Way trivia contests about community needs, while others held talent contests.

### **Kellogg Company**

- Kellogg recognizes that they could not have exceeded their United Way campaign goal, especially in this difficult economic climate, without the support and generosity of employees nationwide. As such, they thank and recognize them through a number of specific efforts:

#### Pledging—Corporate Employees

- Pledge of 1.5% of base salary: **one-and-a-half days off** with pay, a Tony the Tiger and Ernie Keebler **salt & pepper shaker set**, and **name displayed on a “leadership board”** posted outside of the HQ cafeteria.
- Pledge of 1% of their base salary: one day off with pay, a Tony the Tiger and Ernie Keebler salt & pepper shaker set, and their names displayed on a “leadership board” posted outside of the HQ cafeteria.
- Pledge of 0.5% of their base salary: half-day off with pay.

#### Pledging—Employees Companywide

- Pledge of 1% of their base salary: Tony the Tiger and Ernie Keebler salt & pepper shaker set.
- Many facilities thanked their employees with various **breakfast, lunch or refreshment-break events**, recognition in newsletters or meetings, **T-shirts** and other incentive items.

### **Kimberly-Clark Corporation**

Employees are thanked and recognized for their support of United Way in a variety of ways, including:

- Pre-, during- and post-campaign mill celebration events to recognize employees for their United Way support and involvement
- Kimberly-Clark **products** for United Way donors
- Celebration events with the local United Way, including check presentations
- Thank-you signage and posters are on display throughout facilities to recognize those who have participated in the campaign
- Monthly drawings for prizes including area business **gift cards, prominent parking spaces, Thanksgiving turkeys, Christmas hams, free vacation days, and company product**, for Guideline and Leadership Givers
- **Jeans Days** are a very popular reward for successful campaigns

### **Microsoft Corporation**

- At Microsoft, each group determines the best way to recognize employees above and below leadership levels after the campaign as well as year round contributions. Additional recognition is done at a “Wrap Party event” immediately following Day of Caring, Intern Day of Caring, local office day of Service events and all other United Way events.

### **Nationwide Insurance**

- To drive excitement and early pledges, Nationwide conducts drawings for **800 half-days off** during the solicitation phase of the campaign. An associate's chances to win increase by pledging early and higher giving. Those who completed the ePledge process were entered in up to four separate drawings for 200 half-days off
- Nationwide also utilized a **weekly shopping spree contest** to drive associates to their intranet site and search for winning information about United Way.
- Each non-anonymous donor to the United Way campaign receives a **re-giftable stuffed animal**. For the past six years, they have offered associates the option to re-gift the item to a United Way agency benefiting children. Thousands of these creatures find their ways into children's hands and hearts through United Way agencies serving children. This approach enables Nationwide to put one of United Way of America's best practices to work.
- On the day results were announced, banners hung from second-story balconies and balloons set the tone for a celebration in Columbus, Ohio and across the country in each key employment center. As associates arrive (beginning at 7 a.m.), senior leadership including the CEO joined campaign chairs and volunteers at each entrance way to **shake hands** with associates. Donned in large United Way thank-you buttons, they create the largest country-wide thank-you effort in Nationwide's history. Several associates remarked as they traveled the building that morning and were **thanked by multiple leaders** in different areas of their buildings, that they had never been thanked so very much in their career at Nationwide. These locations included Canton, Ohio, Des Moines, Iowa, Harrisburg, Pa., Lincoln, Neb., Gainesville, Fla. and Raleigh N.C. Several leaders also walked their work areas distributing **cookies, donuts, coffee and other small tokens of thanks** that morning.
- As campaign finale took place, every associate across the country received an e-mail flash message. The flash, complete with Nationwide's CEO's image, voice and signature, talked about his pride in their generosity and support for United Way.
- Another way Nationwide thanks associates and the United Way agencies that have touched their lives, is to offer a quarterly **Thank You Grant of \$2,500**. To compete for these grants, associates and agents submit a story about the United Way agency that touched their life. These stories are a part of their educational campaign and one agency each quarter receives the grant on behalf of an associate.

## Procter & Gamble

- To express gratitude for employee support of the United Way, P&G starts each campaign by conveying appreciation for past support. Using tools like fun, incentive-based initiatives such as **raffles and lotteries**.
- Campaign coordinators are acknowledged with **token gifts and a celebratory breakfast**. Many receive a Power of You Award.
- For their commitment to the Company, consumers and communities, P&G thanks employees with an annual Family Day event such as at a **local amusement park**. They also present a **Holiday Gift Basket** with P&G products and other treasures to every employee and retiree as a year-end token of appreciation.

## Wells Fargo

### Local Market Recognition

- Wells Fargo local market leaders define the best approach to recognizing team members year-round in their specific areas. In some markets, inviting team members to **special events** is best; in others, more creative ways to recognize them are required due to difficult logistics or cultural concerns. While the

method and type of recognition varies by market, the bottom line is that all donors are openly recognized (except those who choose to give anonymously).

#### Corporate Recognition

- In 2009, more than 100 UNICEF **Hallmark ornaments** that supported children in crisis were distributed at the close of the campaign along with a special thank you note to key campaign coordinators.

#### **Williams**

- Williams values its employees' involvement in the annual United Way campaign and takes many opportunities to thank and recognize them. Employees at Williams four major offices who give at the Key Club level—as defined by their local United Way—are treated to a special **“Thank You” event**. Events generally take the form of a **breakfast, an afternoon reception, or a special luncheon** and always include a presentation from the local United Way or one of the member agencies.
- Employees who give at the Williams-defined Leadership level—one percent of their annual salary or more—are awarded an **extra day of paid time off**, or a “United Way Day.” Company-wide, 756 employees were part of the Leadership Level of givers.

#### **Matching Gifts**

These companies incent donors by providing a match for employee gifts:

Abbott  
Aetna Inc.  
Agilent Technologies, Inc.  
Air Products  
Allstate  
American Express  
Automatic Data Processing, Inc.  
Avery Dennison  
Battelle  
Bristol-Myers Squibb Company  
C&S Wholesale Grocers, Inc.  
Cargill  
Caterpillar Inc.  
Ceridian Corporation  
Chevron Corporation  
Colgate-Palmolive  
Constellation Energy  
Costco Wholesale  
Cummins Inc.  
Deluxe Corporation

Duke Energy  
Eaton Corporation  
Eli Lilly and Company  
Fluor Corporation  
GE  
General Mills, Inc.  
GlaxoSmithKline  
Hewlett-Packard Company  
Hoffmann-La Roche Inc.  
Illinois Tool Works Inc.  
ING  
Intel Corporation  
International Paper  
Johnson & Johnson  
Kellogg Company  
Kimberly-Clark Corporation  
Lowe's Companies, Inc.  
Medtronic, Inc.  
Merck & Co., Inc.  
Microsoft Corporation  
Nationwide Insurance

Pfizer Inc  
Pitney Bowes Inc.  
Procter & Gamble  
Prudential Financial, Inc.  
Publix Super Markets, Inc.  
Qwest Communications International, Inc.  
Sara Lee  
Shell Oil Company  
The Hershey Company  
The Mosaic Company  
The Principal Financial Group  
UPS  
USAA  
Valero Energy Corporation  
Wal-Mart Stores, Inc.  
WellPoint, Inc.  
Whirlpool Corporation  
Williams  
Xcel Energy