

INCENTIVE IDEAS

GROUP LEADERS know what will motivate the kids better than anybody else! Make the extra effort upfront to find out what will motivate your kids and they will return the favor by increasing the profit generated by the fundraiser. Put yourself in their shoes and ask them how they would like to be rewarded for their effort. The important thing is to recognize that prize programs truly do work especially for those groups that are raising money for a general fund. Groups that are raising money for something that directly impacts them (trips, new uniforms, etc.) will be motivated by the reason itself; therefore, there is not a need for extra incentives.

Use this list to get you started, use any ideas from the list or get creative and come up with your own ideas. Tell us about your successful program, we would love to share it with other groups!

Great ideas for little or no cost...most group leaders don't realize that there are some simple low cost incentives they can implement to really drive a successful fundraiser. **CHECK THESE IDEAS OUT.....**

- **GET THE PRINCIPAL INVOLVED**, get their commitment to help the success of the fundraiser
 - a. Shave their head if goal met
 - b. Kiss a pig/frog if the goal is met
 - c. Dress up as opposite sex for a day if the goal is met
 - d. Run laps around the track if goal is met
- **EXCUSE THE KIDS FROM SOMETHING THEY DON'T ENJOY**
 - a. Homework
 - b. Class
- **GIVE THEM SOMETHING EXTRA THAT THEY DO ENJOY**
 - a. Extra recess pass
 - b. Extra Free period
- **ALLOW THE TOP SELLERS TO BE PRINCIPAL/ASS'T PRINCIPAL/COUNSELOR FOR A DAY**, whether they are just shadowing them or actually get to make some decisions is up to you.

SPEND A LITTLE \$\$ TO MAKE A LOT OF \$\$...make an investment in your fundraiser by setting up a program that will motivate your kids. You make an incredible \$5 per unit, which gives you plenty of money to invest in the success of your fundraiser. Make sure you make the prize achievable for all kids and throw in some larger prizes for top sellers.

- **PIZZA/POPCORN PARTY**
 - a. Throw a party for every participant that sells a minimum of 20 units and add other prizes for top sellers.
 - 1. Other prizes
 - 1. Ipod
 - 2. Mountain Bike
- **LIMO OR HUMMER LUNCH**
 - a. Reward your top sellers with a limo ride to a local restaurant for lunch. Set your minimums where you wish!
- **BREAK THE GROUP UP INTO TEAMS**
 - a. Let the kids encourage each other; teamwork is what you are after here. The sellers will not want to let each other down so the extra effort will show. Throw a party (pizza or popcorn) for the top teams. Maybe throw in a movie that the students will enjoy.
- **GIFT CARDS FOR THE TOP SELLERS**
 - a. Scholastic - books
 - b. Blockbuster - movies
 - c. Columbia House - music
 - d. iTunes - music downloads for ipod, mp3
- **GRAB FOR DOUGH**
 - a. For every 20 units sold you get to pull out a \$\$ bill. Place the bills (\$1's, \$5's, \$10's, \$20's) inside of a basket for them to draw from.

