

# 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 simple low cost incentives they can implement to really drive a successful fundraiser. Check these ideas out....

## **Give them something extra that they do enjoy**

- Extra Recess pass/ free time/ dress down day

## **Allow the top sellers to be principal/assistant principal/counselor for a day**

- Shadow that person or be able to make some decisions

**Spend a little \$\$\$ make a lot of \$\$\$...** Make an investment in your fundraiser by setting up a program that will motivate your kids. You make an incredible \$6 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**

Throw a party for every participant that sells a minimum of 20 units and add other prizes for top sellers

- Mountain Bike
- Backpack
- Movie tickets

## **Gift Cards for Top Sellers**

iTunes, Walmart, Target, AMC Movies, Visa

## **Break the group up into teams**

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/popcorn) for the top teams. Maybe throw in a movie that the kids will enjoy.

## **Grab for Dough**

For every 20 units sold the seller gets to pull out a bill from inside a basket. The basket is filled with a variety of bills (\$1, \$5, \$10, \$20)

## **Get the principal involved**

- Shave their head if the goal is met
- Kiss a pig/frog if the goal is met
- Run laps around the track if the goal is met