

# The Incentives Playbook

Incentives boost participation, spark excitement, and create friendly competition that keeps everyone motivated—82% of Double Good fundraisers say incentives influenced their participation.

As you plan, think about these different types of incentives you may want to offer.  
You can try one kind, a mix, or all three!

## Participation

Reward everyone who joins or takes action such as opening a Pop-Up Store® or adding a store note.

## Performance

Recognize top sellers, individually or as a team, for standout results.

## Goal-Based

Celebrate when groups reach milestones like 80% of the group joins or reaches \$500 raised.

Use the guide below to spark ideas, and choose incentives that will motivate your group!

Budget	Individual Incentives	Group Incentives
Low	<ul style="list-style-type: none"><li>• Coach/principal for a day</li><li>• Homework-free pass or open gym</li><li>• Spotlight in announcements or socials</li></ul>	<ul style="list-style-type: none"><li>• Movie day or extra recess</li><li>• Obstacle course/game day</li><li>• Dress down day or themed practice</li><li>• Recognition at assembly or pep rally</li></ul>
Mid	<ul style="list-style-type: none"><li>• \$50 gift card of choice</li><li>• School/team branded apparel item</li><li>• Sports camp or clinic scholarship</li></ul>	<ul style="list-style-type: none"><li>• Pizza or ice cream party</li><li>• Banner, trophy or plaque</li><li>• Field Day or coaching session with local athlete</li></ul>
High	<ul style="list-style-type: none"><li>• \$100 gift card of your choice</li><li>• Tech prizes: earbuds, tablet, smartwatch, gaming system</li><li>• Tickets for an experience: museum, amusement park, sports outing</li></ul>	<ul style="list-style-type: none"><li>• Matching team apparel</li><li>• Team outing: rollerskating, bowling, escape room</li><li>• School-wide event for families: Festival or outdoor movie night</li></ul>

**Every milestone matters. Celebrate achievements, keep spirits high, and turn participation into results!**

