

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

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