

# The Incentives Playbook

Incentives boost participation, spark excitement, and create friendly competition that keeps everyone motivated—**82%** of ZAYA Fundraising 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
<b>Low</b>	<ul style="list-style-type: none"> <li>ZAYA Car Freshener (24 Karat Gold scent)</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>
<b>Mid</b>	<ul style="list-style-type: none"> <li>ZAYA Home Fragrance Box (Seville Sunset scent)</li> <li>\$50 gift card of choice</li> <li>School/team branded apparel item</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>
<b>High</b>	<ul style="list-style-type: none"> <li>Luxury ZAYA Experience for a day (e.g., perfume workshop)</li> <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!**