

INCENTIVE EXAMPLES LIST

FREE INCENTIVES EXAMPLES

TYPE OF INCENTIVE	INCENTIVE	DESCRIPTION
Tangible	Letter of recommendation	Write the student a letter of recommendation for an internship, job, scholarship, etc.
Tangible	LinkedIn profile refresh, recommendations, or endorsements	Top earners will receive a free LinkedIn profile makeover. Or, a staff member could write a LinkedIn recommendation or endorse specific skills
Tangible	Highlight post on LinkedIn and/or other social media (here is an example)	Highlight top earners at the EOY or semester on social media e.g. LinkedIn, Instagram, Twitter, College Magazine article
Experiential	Exclusive or early/pre-event access to an event on campus or local event	May be cost of a ticket depending on if it is free or not.
Tangible	Leaderboard Spotlight	Showcased on campus (bulletin board/TV in your building, res hall/living community, library, etc.)
Tangible	Campus Flag	Dedicate a campus flag or banner (similar to Class Year banners that first-year students sign) for the Suitable leaderboard. Top earners will sign their name on this flag/banner which can be displayed prominently on campus.

**denotes a school-specific incentive*

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TYPE OF INCENTIVE	INCENTIVE	DESCRIPTION
Tangible	Coffee Chat/mentoring conversation with an Alumnus or Industry Professional	Directly introduce a top earner to an alumnus or industry professional in their field
Depends/Variable	First dibs for on-campus room selection/housing points	Meeting certain engagement criteria qualifies students for a special early room selection (Coordinate with Residence Life & Housing first)
Experiential	Therapy Dog Event	Many dogs will come for free as volunteers - you could offer to pay for/validate parking
Depends/Variable	Free day from class" pass	Top earner/class section receives a day off from class (coordinate with faculty/appropriate stakeholders)
Tangible	Congratulations email from the Dean, the President, etc.	The Dean or President sends a personal congratulatory email.
Experiential	Shadow a faculty member of interest	A faculty member volunteers to provide a one-day job shadowing experience for a student
Tangible	Digital certificate	Top earner for the semester, month, or year earns a digital certificate (can share via LinkedIn)
Depends/Variable	Free room in a res hall	Would need to be coordinated with res life/housing

LOW-COST (\$) INCENTIVE EXAMPLES

TYPE OF INCENTIVE	INCENTIVE	DESCRIPTION
Experiential	Donuts with the Dean	The Dean of the college or the university treats the student to donuts or coffee.
Tangible	Bound journal	First 500 students to 100 points get a bound journal
Tangible	Water flask	First 300 students to 150 points get a water flask
Tangible	Back to school gift basket	*Students who earn the “Scavenger Hunt” badge will be entered into a raffle for a gift basket with back to school supplies
Tangible	Trophy	Sports team with the higher point total at the end of the academic year earns the trophy
Tangible	Five-minute, 365-day journal, or planner	Give away a day planner or journal
Tangible	Portable charger	Student gets a portable charger
Tangible	Self-care package	Weighted blanket, face mask, stress ball, journal, planner
Tangible	Campfire Mugs	Earning 100 points on the leaderboard
Tangible	Succulents	First students who find the Career Center get to plant their own succulent

LOW-COST (\$) INCENTIVE EXAMPLES

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Experiential	Attend a local TEDx event	https://www.ted.com/tedx/events
Experiential	VIP experience with the county's Chamber of Commerce	Students with progress towards earning the Trailblazer badge were invited to attend a VIP experience with their county's Chamber of Commerce
Experiential	Special name tag for the university-wide career fair	*Students who completed the "Prepare for the Fair Badge" received a special name tag for the university's career fair
Tangible	Graduation cords	*Pitt OCC completers earn a graduation cord; WKU badge completers earn a graduation cord
Tangible	Gift cards	Top 10 on the monthly leaderboard earn a gift card e.g. DoorDash, Chipotle, Target, etc.

MEDIUM-COST (\$\$) INCENTIVE EXAMPLES

TYPE OF INCENTIVE	INCENTIVE	DESCRIPTION
Tangible	Pay a month of their phone bill	The owning department foots a month of a student's phone bill. (Check on feasibility for this offer).
Tangible	\$100 Giftcard	All students who attended the career fair were entered into a raffle for a \$100 gift card of their choice
Tangible	Groceries and Cooking Supplies	Winner of a cooking competition won a set of pots/pans and students who participated got free groceries to take home
Experiential	Take students on a trip to close institutions to transfer to	This option might be best used for students who are looking at local schools to attend for graduate programs
Experiential	Free campus game tickets/special seats	Give away some free tickets to a big on-campus sporting event
Tangible/Experiential	Parking spot	All access parking spot to park anywhere on campus; including faculty lots
Tangible/Experiential	Tickets to a sports game or movie screening	Give away tickets to a local sports game or movie theater
Tangible	Dining dollars	First 200 students to 200 points get Dining Dollars

MEDIUM-COST (\$\$)

INCENTIVE EXAMPLES

TYPE OF INCENTIVE	INCENTIVE	DESCRIPTION
Tangible	School store credit	First 100 students to 250 points get \$50 in Book Store credit
Tangible	Funding	Top 3 student organizations on the group leaderboard earn extra funding
Tangible	Engrave their name in a brick on campus	Top earner at the EOY gets their name engraved on a brick as part of a dedicated walkway.
Tangible	One free month of meal delivery service	Owning department covers a month's subscription for a meal delivery service
Tangible	Book stipend	Provide a stipend amount towards textbooks
Tangible	Professional headshot	Could be free if the university Career Center has a headshot photobooth
Tangible	Program-branded t-shirt	Students who earn a level 1 badge earn a program-branded t-shirt in a premium cotton blend
Tangible	Program-branded sealed temperature controlled bottle	Students who earn a level 2 badge earn a program-branded sealed temperature controlled bottle
Tangible	Program-branded zip-up sweatshirt	Students who earn a level 3 badge earn a program-branded zip-up sweatshirt

MEDIUM-COST (\$\$)

INCENTIVE EXAMPLES

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Tangible	*Rutgers branded baseball cap, blanket, crewneck	*Top 10 on leaderboard each month receive incentive
Tangible	Bus pass or MetroCard	Owning department purchases a bus pass or metro card with a preloaded balance
Tangible	Semester/year parking permit	Student receives a special parking permit
Tangible/Experiential	Recognition at graduation, inclusion in graduation honors, and an awards luncheon	Students who earn a level 4 badge earn recognition at graduation, inclusion in graduation honors, and an awards luncheon
Tangible	Fee waivers	Can waive any singular fee from housing application, tech fee, rec center fee, etc.
Tangible	Free on-campus coffee	Voucher for x# of free coffees from on-campus coffee shop
Tangible/Experiential	Private dining event for club/org	Orgs compete for highest engagement, receive private on-campus dining experience
Tangible	Swag/Food	*Student attended an inclusion fair and got a paper passport, they needed to get 5 stamps on their passport by visiting 5 tables to get lunch, many tables also brought additional snacks and swag

HIGHER-COST (\$\$\$) INCENTIVE EXAMPLES

TYPE OF INCENTIVE	INCENTIVE	DESCRIPTION
Tangible	Subscription (LinkedIn Learning, Coursera, Netflix, Hulu, etc.)	The host department pays (or splits payment between departments) for a monthly or yearly subscription.
Experiential	Party for 6 at bowling alley	First 10 students to 300 points get a party for six at bowling alley
Tangible	JBL earbuds	Top 5 scores for the semester get JBL earbuds
Tangible	iPad	Top score for the semester gets an iPad
Tangible	One week of free childcare	Owning department covers the cost of childcare
Tangible	Academic scholarship	Top point earners receive an academic scholarship
Tangible	Nintendo Switch	*Raffled away a Nintendo Switch to those that completed the "Jacket Days" badge.
Tangible	Airpod Raffle	Top 10 leaderboard students are entered into a raffle
Experiential	Trip to NYC	*Students who completed an optional engagement curriculum (attending at least 5 events in one semester) on campus got to go to NYC for a museum and show off Broadway
Tangible	Customized Sneakers	*Athletes who complete their service hours can receive branded Vanderbilt sneakers

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