

# DIGITAL INCENTIVES HELP NON-PROFITS DRIVE REVENUE, BUILD AWARENESS

Digital incentives have emerged as a powerful, cost-effective tool for non-profits and government organizations looking to drive revenue, increase membership and build awareness for their organization or cause.

Along with their ability to be personalized to the unique tastes of the recipients, digital entertainment incentives must be redeemed online, enabling organizations to drive Web traffic to generate awareness about a specific cause, or to build an online database through a short registration form.

## THREE WAYS TO PUT DIGITAL INCENTIVES TO WORK FOR NON-PROFITS

**Member/Donor Appreciation Gifts:** Thank donors or new members with a custom-branded digital incentive card good for free [music downloads](#), [audiobooks](#) or a [personalized skin](#) for their cell phone or laptop. The cards also make a great thank you gift for volunteers, as St. Louis Children's Hospital has discovered.

**Database Builders:** When The Red Cross needed to build its blood donor database, it turned to a digital [instant win music mystery promotion](#) for help. The result? More than 105,000 new database registrants. The instant win mystery promotion combines digital incentives with the chance to win larger prizes such as a Starbucks gift card, iPod or even a big screen TV, driving added excitement and response among recipients. To find out what they have won, people must first fill out a short online registration form and then enter their mystery code, providing a valuable database builder for organizations.

**Education/Awareness:** Organizations ranging from Mothers Against Drunk Driving to the New York Police Department have used digital incentives as event giveaways to educate people and raise awareness for their cause. In addition to featuring messaging on the custom-branded cards, card recipients can first be routed to the organization's Web site to receive more information.

