
Accidents cost U.S. companies billions of dollars every year.

one type of incentive program to another. The important thing is to know who makes up your target audience so you can choose motivating awards. Once you identify the group that needs to be motivated, find out more about them as individuals with the help of a questionnaire. For starters, you'll want to know the ratio of males to females in the group, how many are married or single, their hobbies and interests, median income, level of sophistication and lifestyle. The answers will guide your award choice.

While your tastes may be truly exquisite and personal interests fascinating, avoid selecting awards based solely on them. What appeals to you may not to others. That's why the demographic information you've been collecting and storing in the database will prove extremely valuable.

Tips for Selecting Awards

- Seek out the advice of an experienced award manufacturer or distributor. They can offer expertise in selecting awards and promotional materials needed to enhance your program. Plus, they will offer awards at below retail cost.
- Merchandise relating to an individual's personal interests and hobbies or that is used to enhance the home are always desirable awards.
- Offer a wide variety of gifts so recipients can choose exactly what they want.
- Select merchandise with trusted, brand-name recognition and warranties.
- For on-going programs, merchandise should have continuity.
- Choose awards that can be delivered within a timely manner. Quick turnaround time ensures participants remember they are being

rewarded for a particular achievement.

6. Promoting the Campaign

Without a strong promotion campaign, your safety program may never get off the ground. You have to get the word out, so make developing communications a top priority before the actual program launch. With safety programs, it's not that difficult because every worker can relate to the risk of safety hazards.

Develop a theme that is short, catchy and memorable and that will be carried throughout all promotional correspondence, posters and campaign literature. Keep the theme down to three to five words: "Put Safety First," "Play It Safe," "Drive Safely," "Safety Saves Lives."

You should communicate with your target audience every two to three weeks, especially during shorter (three- to six-month) safety programs.

The Communications Portfolio

Your communications portfolio should include these six basic pieces:

4 Teaser letters drop a hint about the coming program. Your teaser may be a letter from the CEO that encourages employees to make the office a safer place to work.

4 Special announcement meetings, including a kickoff meeting to introduce the program, further meetings to hand out and discuss training materials, and other meetings to announce progress on goals.

4 Weekly team meetings, in which managers can reinforce the message of the program (perhaps by going over some basic safety rules) and also receive an update of the program's progress. Keep these meetings light by handing out inexpensive but motivating items such as bumper stickers and buttons.

4 Posters can serve as a constant reminder of the program. They can spell out the goals of the program, describe safety procedures or spotlight an achiever. You may even want to run a poster contest to get everyone involved and reinforce their commitment.

4 Qualification mailers are sent to partici-