

2.7 Strategies to Increase Giving and Participation

Must-Do Strategies

- Obtain CEO and top management support and endorsement.
- Communicate increasing community need to the donor.
- Connect the donor's personal philanthropy with helping people in need.
- Ask all employees to contribute. Make sure everyone has the opportunity to give.
- Set internal goals based on potential.
- Meet with your United Way staff representative.

Should-Do Strategies

- Recognize the contributor's previous support.
- Utilize company time for coordinator and committee trainings.
- Utilize tours, speakers, testimonials and per community statistics. Your United Way staff can schedule these for you and offer ideas.
- Hold employee meetings to present reasons for increased contributions. Show a United Way video and invite a speaker from United Way.
- Show immediate appreciation to donors and potential donors.
- Plan use of campaign materials and activities.

Could-Do Strategies

- Use incentives (drawing, etc.) for employees that increase gifts.
- Send out endorsement letters setting company goals.
- Meet with past Employee Campaign Coordinator for additional ideas and strategies.