

Time-proven Tactics

STRATEGIES TO INCREASE THE AVERAGE GIFT

- Educate. Promote. Publicize.
- Communicate increasing community needs.
- Utilize incentives in order to increase gifts.
- Consider holding a Leadership Giving campaign.
- Stress the ease of giving.
- Ask employees to give \$1 more a week.
- Say “thank you” & recognize.

STRATEGIES TO INCREASE PARTICIPATION

- Obtain top management’s endorsement and active support (not just CEO).
- Recognize and celebrate when you reach goals, large and small.
- Recognize employees who participate in ways other than giving:
 - Donating bake sale items
 - Acting as grill master at a brat fry
 - Organizing an event
 - Touring a Partner Program

WHERE TO GET INCENTIVES

- The number one incentive is time off. Discuss options with your CEO.
- You can purchase items from the United Way catalog.
- Ask employees to donate items or services to give away.

TOP 20 ECC’S SAY MOST POPULAR STRATEGIES ARE:

- “Raffle Themed baskets donated by each department.”
- “Conduct Face-to-Face meetings with all departments.”
- “Held a Pizza Party as our Thank You event.”
- “Weekly events creates momentum and keeps everyone’s interest.”
- “We hold friendly competitions to engage employees and get everyone involved.”



MELISSA DARR
Figi’s, Inc., QA Manager

LIVE UNITED is a way of life for me. I am Blessed to be healthy and able to help others in need. This is why I work with our corporate Community Action Committee to support volunteer and fundraising efforts.

I participate in social opportunities with my children like raking leaves on Make a Difference Day or building a home with Habitat for Humanity. My hope is through my actions, others will be inspired to do the same.

I LIVE UNITED by creating a ripple effect of good actions for others to follow.

I don’t just wear the Shirt, I LIVE IT.

Of our Top 20 companies:

- 63 percent have a campaign planning team.
- 100 percent use Payroll Deduction.
- 74 percent offer incentives.
- 58 percent use the Best Practices Ideas Guide.