

# CAMPAIGN STRATEGIES TO INCREASE GIVING AND PARTICIPATION

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## Must-Do Strategies

- Obtain CEO and top management support and endorsement.
- Communicate goal and the new and expanding programs to the donor.
- Develop a strong internal campaign team/committee.
- Connect the donors to a story or an issue that he/she can relate to.
- Ask all employees to contribute. Make sure everyone has the opportunity to give.
- Utilize data from company's previous campaign to focus and manage the campaign.
- Set internal goals based on previous giving history.
- Offer agency tours to interested employees.
- Show video at rallies.

## Should-Do Strategies

- Recognize the contributor's previous support.
- Meet with your Campaign Consultant.
- Hold rallies and tell real stories from the agencies where their donation will go.
- Show immediate expression of appreciation to donors and potential donors.
- Make United Way campaign visible.
- Find ideas at [www.seuw.org](http://www.seuw.org).

## Could-Do Strategies

- Use giving level structures.
- Use incentives (drawing, etc.) for employees that increase gifts.
- Send out endorsement letters stressing individual and company goals.
- Meet with past ECM for additional ideas and strategies.
- Offer incentives for those who give for the first time.
- Appoint co-chairs of the campaign.
- Work to get 100% return of pledge cards.
- Incorporate special events into your campaign.
- Provide one on one solicitation of all employees.