



United Way
of Coastal Carolina

STRATEGIES TO INCREASE EMPLOYEE GIVING AND PARTICIPATION

A. Strategies to Increase Giving

- Appoint senior manager to chair campaign committee
- Train committee members
- Develop internal goals based on potential
- Use incentives for employees who increase gifts
- Promote Fair Share giving (1% of salary or 1 hour of pay per month)
- Ask CEO to solicit top managers
- Recognize donors' past support
- Personally ask the donors to increase their gifts
- Express appreciation to donors immediately

B. Strategies to Increase Participation

- Develop a strong internal campaign committee structure
- Set department and organization goals
- Develop campaign data to focus and manage the campaign
- Allow company time for coordinator and committee training
- Make CEO and top managers visible in all campaign activities
- Invite all employees to participate in campaign activities
- Use the campaign video/brochure in department meetings
- Use tours, speakers, testimonials from Funded Agencies

C. Strategies to Increase Both Giving and Participation

- A visible and committed CEO
- Well-planned use of campaign materials and activities
- Group meetings to present needs and to ask for increased giving
- Communicating the increasing needs to employees using tours, speakers, testimonials
- Personalized pledge cards
- Using suggested giving levels