



United Way
of Marion County

INCREASE PARTICIPATION

“Great things in business are never done by one person. They’re done by a team of people.” - Steve Jobs

IDEAS TO IMPLEMENT:

- » Emphasize that United Way helps family/friends/co-workers who have fallen on hard times.
- » Award a “jeans day” pass when people make a payroll deduction gift (you can set a donation level or participation deadline).
- » Stress giving back to the community that supports you (particularly effective in the public service and education fields).
- » Provide special incentives or recognition for first-time donors, such as a personalized thank you from the local CEO or a corporate match for new donors.
- » Encourage 100% of employees to login to the pledge site/fill out paper form with incentives for anyone who “participates.”
- » Expose employees to agencies and local United Way initiatives (speakers, tours, reasons why their donation matters).
- » Arrange for a “testimonial” from an employee who has received services from a United Way agency to put a face to United Way.
- » Have a campaign appeal come from someone other than senior leader—from a co-worker instead.
- » Provide a special treat to the department with the largest percent participation.
- » Personalize your pledge forms by adding the employee’s name on a label.
- » Start a “viral” email that employees can pass on to their co-workers.
- » Provide a compelling message (stories, video, speaker, etc.) to share the success of United Way. Utilize your United Way staff and/or volunteer to help.
- » Set up an interdepartmental contest for highest % participation.
- » Provide more volunteer opportunities for employees to help them better understand the needs in our community.
- » Provide stickers to each employee who turned in a pledge form (e.g “I Gave to United Way Today”).
- » Enlist the help of department leads to track that every employee has been asked and knows how to give.
- » Post company goals and progress in a visible location. Celebrate milestones.

INCENTIVE EXAMPLES:

Incentives can increase participation or increase the average gift of your employees. Distribute a schedule of incentives and how they will be awarded (e.g. first time contributor, top performing department, and largest gift increase).

- » Time off
- » Casual Day
- » Catered Breakfast by Senior Management
- » Reserved/Covered Parking
- » Tickets to Games/Movies
- » Company shirts
- » Dinner for two
- » Gift Card
- » Hotel Giveaways
- » Airline tickets

