

Strategies to increase AVERAGE GIFT and PARTICIPATION

A. Strategies to Increase Average Gift

- 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
- Use tours, speakers, and testimonials from Partner Agencies
- Promote Thank you coupon card for donors of \$250 or more
- Promote payroll deduction giving

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 incentives
- Use the campaign video/brochure in department meetings
- Use tours, speakers, testimonials from Partner Agencies
- Ensure all employees are given a pledge card and are asked to give
- Ask for all pledge cards to be turned in, whether donating or not

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
- Communicate to employees the increasing needs using tours, speakers, testimonials from Partner Agencies
- Personalized pledge cards
- Use incentives
- Use suggested giving levels