

Increase Average Gift

1. Include a Leadership Ask:
 - Choose a separate Leadership Coordinator (CEO or CEO-appointed higher level employee; current leadership donor)
 - Review history and identify potential audience (managers & supervisors)
 - Promote Leadership Giving levels (\$1,000 and higher)
 - Set up the Leadership Giving meeting to hand out pledge forms and make the ASK. Ask CEO or other leader to begin by making his/her Leadership Gift and letting the group know about it. (i.e. breakfast or lunch with the company leader, etc.)
 - Collect pledge forms at end of the meeting.

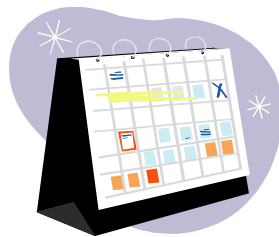
2. Promote giving through Payroll Deduction rather than a one-time gift.

“Rather than giving a one-time gift of \$50, would you consider a weekly gift of \$10”?

3. Promote an average gift - either your company’s average gift, or United Way’s citywide average gift amount of \$300.

“The average gift given to United Way last year by people at our organization was \$____. This year our average gift goal is \$____.”

4. Promote giving one hour of pay per month.



5. Promote giving levels
 - \$300, \$500, \$750, \$1,000
 - Promote incentives ahead of the campaign
 - Recognize donors at these levels with incentives such as casual days, prime parking spots or free lunch.
6. Ask employees to give \$1 more a week than they did last year.