



## Increase Participation

### 1. Develop a Plan - Analyze Past Campaign Results

- Examine participation rates by department, area, branch, division, or location (however your company is organized)

*Are there particular departments that have lower levels of participation?*

*Does lower paid staff participate at a higher level than higher paid staff or managers?*

- Identify possible causes for the lower levels of participation:

*In the example of departments, are the heads of those departments giving you the support you need?*

*Share your findings with your company leader and strategize with him or her on how to grow your campaign.*

*Remember, the number one reason, people do not give to United Way is that they are not asked. Work with managers to allow 5-10 minutes at the end of a regularly scheduled staff meeting for a United Way presentation.*

### 2. Create a Winning Team

- Involve people from all areas and levels of your organization
- Rotate 50% of committee membership each year
- The more people involved, the more United Way becomes a topic of conversation in the workplace *and* the more the workload is shared.

### 3. Confirm Your CEO's Support

- Ask for an endorsement letter from your CEO
- Invite him/her to speak at employee meetings or to introduce the speakers at the meetings

### 4. Conduct an Employee Survey

- Find out what employees know/don't know about United Way
- Identify THEIR interests and how they fit with United Way – invite speakers, so your employees learn more about the inner workings in Anchorage.
- Consider these findings when developing your campaign plan and tailor your message around education



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### 5. Don't Assume They Know the Basics - Tell Them

- United Way measures success by improving lives and community conditions
- United Way is in a unique leadership position to bring together people from all across the community to tackle pressing health and human service problems
- United Way sees the big picture and connects people, knowledge and resources to solve community issues
- Invite a United Way Staff member or a LAM to share the United Way story

### 6. Have Goals Based on Increasing Participation

- Publicize the goal and how it was decided
- Publicize both participation and financial goals
- Reward givers when goal is achieved

### 7. Motivate People to Get Involved

- Make it FUN—see supplemental FUNdraising Booklet for inspiration
- Introduce good-spirited competition (among departments, floors, and locations)
- Use and publicize incentives (can be a real motivator to the employee that's "on the fence")

### 8. The Way You Ask Will Make a Difference

- Make it your goal to Ask Everyone - 100% Ask will result in increased participation
- Hold group solicitation meetings
- Schedule employees so they know which meeting to attend
- Use Personalized Pledge Forms
- Collect pledge forms at the end of the meeting
- Don't forget to say THANK YOU

### 9. Help United Way Communicate to Your Donors All Year Long:

- Through newsletters or intranet
- Post our volunteer opportunities
- Tell donors what their gift is doing and for those that don't give, show what they COULD be a part of