

INCREASING GIFTS AT YOUR WORKPLACE

WHEN SETTING A GOAL

- Calculate the total you wish to achieve.
- Divide it by the total employment.
- Share with employees what the gift per employee would be.

Examples: If everyone in our company, at a minimum, would give \$5 per paycheck we could raise \$13,000.

WHEN TRAINING YOUR COMMITTEE AND SOLICITORS

- Emphasize the goal is to increase giving.
- Teach them how to ask people to increase their gifts.
- If someone is uncomfortable asking others to give, ask them to assist the campaign in other ways like special event organization, hanging posters or calculating donation totals.

WHEN PROMOTING THE CAMPAIGN

- Emphasize how increasing individual gifts makes an impact right here in Mesa County.
- Use incentives tied to giving such as a special gift for increased giving.
- Share stories from United Way about local people and the impact United Way has made in their lives.

DURING GROUP MEETINGS

- Be sure to share the campaign goal.
- Ask for employees to increase their gift on their pledge cards (remember small increases add up).
- Remind people every dollar counts.

RECOGNITION

- Recognize employees who increased their gifts on bulletin boards, in newsletters, within departments.
- Do a special “Thank You” for employees who increased their gifts.