



Strategies for Success

Increase average gift and dollars raised

- ❑ Run a Leadership campaign and focus on strategies to grow donations of \$1,200 or more.
- ❑ Offer a corporate match where the organization provides financial support matching employee donations, setting an example of giving and growing employee contributions.
- ❑ Encourage increased giving. Motivate employees to give more by making the increase more tangible. E.g. Did you know an extra \$50 will provide a young mother with diapers and vital supplies. Increasing your gift by \$100 could provide warm winter coats to a family of four.

Increase Leadership donors

- ❑ Host a Leadership Event and invite a Leadership speaker. Use this event as an opportunity for a Leadership group canvass with one-on-one follow-up by Ambassadors who are Leadership donors themselves.
- ❑ Offer a Leadership match to grow employee contributions of \$1,200 or more.
- ❑ Schedule your organization's Leadership Giving Campaign one or two weeks prior to the kickoff of your General Campaign. Having leaders already committed to giving will inspire other employees and create momentum for your kickoff.

Increase participation

- ❑ Educate and communicate. Let past donors know the impact of their donation.
- ❑ Make sure that employees are personally asked to support the campaign.
- ❑ Offer earlybird prizes for donors who consider supporting the campaign by a specified deadline.
- ❑ If you don't get the results you expect, monitor and recanvass.
- ❑ Implement a "participation challenge" between departments, floors or locations within your organization, or challenge another organization within your industry or sector.

Increase awareness of United Way of the Alberta Capital Region

- ❑ Watch a speaker video or book a speaker, arrange an agency tour or Day of Caring®. Provide opportunities for employees to better understand the impact of their donations.
- ❑ Distribute United Way Brochures.
- ❑ Train Ambassadors to speak about the impact of United Way of the Alberta Capital Region in the community. Provide training that informs your Ambassadors about your workplace campaign and helps them answer questions about donating to United Way.
- ❑ Show United Way of the Alberta Capital Region campaign video. Incorporate viewing of videos at staff meetings, etc. You can profile the campaign video, thank you video or United Way Speaker videos available at: myunitedway.ca