

WAYS TO INCREASE GIVING

ASK

1. Research shows that more than 40% of people surveyed said they'd never been asked to contribute to United Way. It's easy and effective.

EDUCATE

2. The more people understand about United Way, the more willing they are to donate.

VOLUNTEER

3. You can increase employees' awareness of the programs supported by United Way through participation in the annual United Way Day of Caring.

LEADERSHIP LEVEL

4. If CEOs or other upper management personnel get behind a drive to obtain more Leadership Circle level givers, your campaign could be bigger than ever. Management buy in and peer-to-peer asks to other employees has proven to be highly successful.

NEW HIRES

5. Solicit new employees by offering them the opportunity to pledge at the time they are hired, instead of waiting until the next campaign. Find out if your Human Resources department is willing to help.

RETIREES

6. You can increase your company's gift to United Way by soliciting retirees. Pledges which retirees send in to your business are reported as part of your company campaign.

VISIBILITY

7. Keeping United Way in the minds of employees year-round is beneficial in a number of ways. When employees are educated about United Way, they feel more connected and are more likely to donate again.

8. MAKE IT FUN!

We can't say enough about the importance of making your campaign fun with prizes, contests or food because all of these entice fellow employees to get involved. One volunteer said it best when she said,

"Nobody wants to miss out when there is something fun going on."

