

# United Way of Southwest Minnesota

## STRATEGIES TO INCREASE GIVING

### INCREASE YOUR DONOR PARTICIPATION:

- Launch your giving effort by inviting a UWSWMN representative to an already scheduled all-staff or department meeting for a brief presentation.
- Have pledge forms ready at those meetings and encourage staff to fill them out before they leave.
- Offer incentives for first time givers. i.e. free jean day, extra ticket in a prize drawing, etc.
- Set a goal of 100% ASK and 100% pledge form return (whether they're giving or not). That way you're sure every person hears the message and has an opportunity to give.
- Use attractive incentives to help motivate new givers. They don't have to cost a lot. But it will increase participation and build excitement.
- Post UWSWMN announcements and posters on bulletin boards and in employee publications.
- Share posts and information from our social media and from Ambassador snapshot emails.
- Follow-up with past donors who haven't turned in their form this year.
- Offer new employees the opportunity to make a pledge as they're hired throughout the year. Allow retirees to participate as well.

### INCREASE YOUR AVERAGE GIFT:

- Encourage giving via payroll deduction. This gives employees the opportunity to spread out their donation throughout the year. In the 2018 campaign, the average payroll deduction gift was **\$234.55**, while the average one-time cash/check/credit card gift was **\$87.79**.
- Promote and incentivize donors to increase their gift by a certain percentage and/or dollar amount per pay period over their last year's pledge.
- Conduct your UWSWMN campaign apart from other internal fundraisers. Consider holding special events throughout the year to keep employees engaged and aware of the year round work of UWSWMN.
- Ask co-workers who have benefitted from a UWSWMN partner program or internal initiative to share their story and why they value the work of UWSWMN.

Let's help our **H**  **M E** .

**United Way  
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**United  
Way**

