

UNITED WAY OF SOUTHWEST MINNESOTA

STRATEGIES FOR SUCCESS

Increase awareness of the work of United Way of Southwest Minnesota

- Distribute the UWSWMN campaign brochure to all co-workers along with a personalized pledge form.
- Share other Ambassador resources with co-workers to help them understand the impact that each and every donation can make—no matter the size!
- Share UWSWMN campaign videos with your co-workers. Get them excited about making a difference in the lives of local people!
- Share UWSWMN information however possible, i.e. emails; newsletters; posters; employee publications, etc.
- Share posts and information from our social media and from Ambassador snapshot emails.

Increase average donation and dollars raised

- Run a Leadership campaign. Engage a Leadership Chair to focus on strategies to encourage donors to increase their giving to be included in the UWSWMN Leaders in Giving (\$300 or more) and/or move to the next leadership giving level.
- Offer a corporate match. Financial support matching employee donations from your organization or senior leadership sets an example of giving and helps grow employee contributions.
- Provide incentives for increased giving. Motivate employees to give more by presenting opportunities to win prizes for increasing their pledge by a specific percentage.
- Encourage employees to give through payroll deduction. In past years, the average payroll deduction gift to UWSWMN has been almost three times more than direct cash/check/credit card donations.

Increase leadership donors

- Host a (virtual) Leadership event and invite someone to speak who has given at a leadership level for years. Use this event as an opportunity for a group canvass with one-on-one follow-up by a campaign ambassador who is a leadership donor themselves.
- Provide incentives. Use special incentives like giving a half day off work for new donors giving at the Leadership level or increasing their leadership gift by a specific percentage over last year.

Increase overall participation

- EDUCATE AND COMMUNICATE! Let past donors know the impact their donations are making right now! Inform prospective donors about the impact that each and every donation can make!
- 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.
- Leverage special events to engage your co-workers with fun activities that appeal to a broad range of people AND building awareness about the work of United Way of Southwest Minnesota.
- Offer new employees the opportunity to make a pledge as they're hired throughout the year. Allow retirees to participate as well.