

YOUR WORKPLACE CAMPAIGN

HOW TO INCREASE LEVELS OF GIVING

SETTING A GOAL

- SET THE GOAL YOU WISH TO ACHIEVE
- DIVIDE IT BY THE TOTAL # OF EMPLOYEES
- SHARE WITH EMPLOYEES (*EXAMPLE: IF EVERYONE IN THE COMPANY GAVE JUST \$5 PER WEEK WE COULD RAISE \$40,000*)
- EMPHASIZE THE GOAL IS TO INCREASE GIVING



WHEN PROMOTING THE CAMPAIGN

- EMPHASIZE HOW INCREASING INDIVIDUAL GIFTS MAKES A BIG IMPACT
- USE INCENTIVES SUCH AS A SPECIAL TREAT FOR INCREASED PLEDGES
- AVOID SAYING THINGS LIKE “IF YOU’RE ALREADY GIVING JUST WRITE “SAME” ON THE CARD.”
- REMEMBER SMALL INCREASES ADD UP!



RECOGNITION

- RECOGNIZE EMPLOYEES WHO HAVE INCREASED THEIR GIVING ON BULLETING BOARDS, IN NEWSLETTERS AND DEPARTMENT MEETINGS
- DO SPECIAL “THANK YOU” FOR EMPLOYEES WHO INCREASED THEIR GIFTS