

# Ways to **INCREASE** Giving

**1. ASK** - 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.

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

**3. ENCOURAGE EMPLOYEES TO VOLUNTEER** - You can increase employees' awareness of the programs supported by United Way through participation in the annual United Way Day of Caring.

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

**5. NEW HIRES PROGRAM** - 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.

**6. PACESETTER CAMPAIGNS** - These are campaigns that businesses run and complete prior to the regular campaign kickoff. Companies running pacesetter campaigns are among the most successful.

**7. SOLICIT RETIREES** - 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.

**8. YEAR ROUND VISIBILITY** - 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.

**9. 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."



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