



STRATEGIES TO INCREASE GIVING

Must-Do Strategies

- Obtain Agency Director and top management support and endorsement.
- Develop a strong internal campaign structure including a committed ECM.
- Recruit a campaign committee that includes different departments and demographics.
- Connect each employee personally to how their gift will help people in need.
- Ask all employees to contribute. Make sure everyone has the opportunity to give.
- Utilize internal campaign data to focus and manage the campaign.
- Set internal goals based on potential. Communicate goals to all employees.
- Hold group rallies. Utilize speakers and testimonials.
- Show video at rallies.

Should-Do Strategies

- Personalize pledge cards. Include the contributor's last year's giving.
- Make CFC rallies mandatory. Make part of a meeting that employees already must attend.
- Use special events to create excitement and increase overall giving
- Show immediate expression of appreciation to donors and potential donors.
- Request that all employees turn in their pledge card, even if they choose not to give. Follow up with employees until all pledge cards are returned. Promote 100% pledge card return.
- Promote Eagle & Double Eagle giving levels. Show the impact of giving at that level.
- Identify creative ways to utilize campaign materials and activities.
- Find ideas on the Sioux Empire CFC website at www.siouxempirecfc.org.

Could-Do Strategies

- Use incentives (drawing, etc.) for employees who give for the first time or increase their gift.
- Include one-on-one solicitation where appropriate.
- Provide an incentive for anyone who becomes an Eagle or Double Eagle donor.
- Promote a participation goal as well as a dollar goal.
- Send out endorsement letters stressing individual and company goals.
- Meet with past Employee Campaign Manager for additional ideas and strategies.
- Appoint co-chairs of the campaign. Create a succession plan.

