

More Tips for Solicitations

How Should I Use Incentives?

The important thing is to use incentives as a tool to increase participation or increase the average gift of your employees, not to coerce employees to give.

Strategies to Increase Participation

- Use incentives for first time donors.
- Everyone who contributes via payroll deduction is entered in a drawing. When the campaign is complete, have the drawing for incentives.
- If you make the company goal, throw a party.
- Hold a drawing for all employees who go on a tour of a United Way agency.

Strategies to Increase the Average Gift

- Use incentives for donors increasing their annual gift.
- Give the employees extra time off for increasing their gift by 10%.
- Hold a leadership giving campaign.
- Establish a company leadership level and recognize accordingly.
- Use “Examples of What Your Gift Can Achieve” information.
- Ask employees to give \$1 more a week.