

# Participation Strategies Planning Tool



United Way  
of the Greater Triangle

For best **participation** results, choose at least 2 best practices in each category below. Each is ranked High (H) or Medium (M) based on return on investment (ROI). Your United Way representative can help with the details and implementation of these strategies.

## EDUCATE Your Employees!

### Use United Way stories and visuals:

- Engage employees in a Volunteer projects at an agency (H)
- Host a Live United bus tour (H)
- Use United Way speakers, video, success stories (H)
- Host In-House Volunteer Project (M)
- Target messages to lapsed, first-time and loyal donors with emails, meetings, websites, etc... (M)
- Encourage employees to follow UWGT on our website, Facebook, LinkedIn, Twitter, etc... (M)
- Other Idea: \_\_\_\_\_

### Use your own company stories:

- Ask an employee who has received services from UW give a testimonial. (H)
- Find a partner agency that has touched your life or a family member's life and tell your story (H)
- Emphasize how UW helps their family, friends, co-workers (M)
- Set up a Video Kiosk for employees to tape how they Live United. Feature during campaign. (M)
- Other Idea: \_\_\_\_\_

## ASK For the Gift!

### Involve Company Leadership:

- Get the CEO involved in the campaign and visible to the employees (H)
- Develop a matching gift program. (H)
- Use a portion of your corporate gift to cover administrative costs or match new donor gifts. (M)
- Other Idea: \_\_\_\_\_

### Make sure every employee is asked:

- Have pledge cards available at every event/meeting throughout campaign (H)
- Hold group meetings (H)
- Use peer to peer solicitation (H)
- Have the campaign appeal come from a co-worker along with the CEO. (H)
- Other Idea: \_\_\_\_\_

## THANK Your Donors!

### Recognize your donors:

- Provide personalized thank you emails/letters from CEO and/or campaign committee immediately after pledge. (H)
- Start a Loyal Contributor's Program (H)
- Host thank you event for donors (ice cream, pizza, lunch, cocktails, spaghetti dinner, etc...) (M)
- Other Idea: \_\_\_\_\_

### Offer incentives to employees who participate in the campaign:

- Dress Down and/or themed Fridays (H)
- Parking spaces and/or new photo ID badges (H)
- Tickets to special event (lunch with CEO, sports event, concert with company seats, etc) (H)
- Chance to see CEO do something outrageous (shave their head, wash a car, kiss a pig) (H)
- Use incentives for returning pledge cards, giving percentage of salary, attending an event, giving by a specific date/time, department who wins challenge for participation or total donations, etc...(M)
- Other Idea: \_\_\_\_\_