

# UNITED WAY OF SOUTHWEST MINNESOTA

## STRATEGIES FOR SUCCESS

### Increase awareness of the work of United Way of Southwest Minnesota

- Distribute the UWSWMN campaign brochure to all co-workers along with a personalized pledge form.
- Share other ambassador resources with co-workers to help them understand the impact that each and every donation can make—no matter the size!
- Invite a UWSWMN representative in to share about the impact donations make and allow co-workers to ask questions.
- Share UWSWMN information however possible, i.e. emails, texts, newsletters, posters, employee publications, etc.
- Share posts and information from UWSWMN social media and from ambassador snapshot emails.

### Increase average gift size and overall dollars raised

- Run a leadership campaign. Engage a Leadership Chair to focus on strategies to encourage donors to increase their giving to be included in the UWSWMN Leaders in Giving (\$300 or more) and/or move to the next leadership giving level.
- Offer a corporate match. Matching employee donations from your business or senior leadership sets an example of giving and helps grow employee contributions. Consider using a challenge donation to increase giving (i.e. if employees donate \$xx, leadership will donate \$yy).
- Provide incentives for increased giving. Motivate employees to give more by presenting opportunities to win prizes for increasing their pledge by a specific percentage.
- Encourage employees to give through payroll deduction. Most individuals can give \$2/week easier than giving \$104 all at once. This leads to increased per capita giving when payroll deduction is used.

### Educate and engage new employees

- New employees at your location may not be familiar with the impact of the work done by UWSWMN. Consider hosting a special meeting to educate them about our work as well as how their donation, no matter the size, can make a huge difference in the lives of local people.
- To entice new employees to give, provide special incentives to employees who donate for the first time; or have a special prize drawing that only they can enter.

### Increase overall participation

- **EDUCATE AND COMMUNICATE!** Let past donors know the impact their donations are making right now! Inform prospective donors about the impact that each and every donation can make! Share the campaign brochure.
- Offer incentives for first time givers, i.e. free jean day, extra ticket in a prize drawing, etc.
- Set a goal of 100% ASK and 100% pledge form return (whether they're giving or not). That way you're sure every person has heard the message and had an opportunity to give.
- Use attractive incentives to help motivate new givers. They don't have to cost a lot. But it will increase participation and build excitement.
- Leverage special events to engage your co-workers with fun activities that appeal to a broad range of people while building awareness about the work of UWSWMN.
- Offer new employees the opportunity to make a pledge as they're hired throughout the year. Allow retirees to participate as well.

**CHECK OUT ADDITIONAL RESOURCES AT  
[UNITEDWAYSWMN.ORG/AMBASSADOR-RESOURCES](http://UNITEDWAYSWMN.ORG/AMBASSADOR-RESOURCES)**

**United Way  
of Southwest Minnesota**

