



United Way
Thunder Bay

Strategies for Success

Increase average gift and dollars raised

- Run a Leadership campaign. Engage a Leadership Chair to focus on strategies to grow donation of \$1,200 or more.
- Offer a corporate match. Financial support matching employee donations from your organization or senior leadership at your organization sets an example of giving and grows employee contributions.
- Provide incentives for increased giving. Motivate employees to give more by attaching prizes or gifts for 10% increases in donations over the previous year.

Increase Leadership donors

- Host a Leadership event and invite a Leadership speaker. Use this event as an opportunity for a Leadership group canvass with one-on-one follow-up by Ambassadors who are Leadership donors themselves.
- Offer a Leadership match or corporate match (if available) to grow employee contributions of \$1,200 or more.
- Provide incentives. Use special incentives like giving a half day off work for new donors giving at the Leadership level or increasing their Leadership gift by 10% over the previous year.

Increase participation

- Educate and communicate. Let past donors know the impact of their donation.
- Make sure that employees are personally asked to support the campaign.
- Offer earlybird prizes for donors who submit their pledges by a specified deadline.
- If you don't get the results you expected earlier in the campaign, monitor and recanvass.
- Implement a "participation challenge" between departments, floors or locations within your organization, or challenge another organization within your industry or sector.
- Leverage special events to engage your workplace colleagues with fun activities that appeal to a broad range of people and build awareness about United Way.

Increase awareness of United Way of Thunder Bay

- Watch a speaker video or book a speaker, arrange an agency tour or Day of Caring. Provide opportunities for employees to better understand the impact of their donations.
- Distribute Donor Information Brochures.
- Train Ambassadors to speak about the impact of United Way of Thunder Bay in the community. Provide training that informs your Ambassadors about your workplace campaign and helps them answer questions about donating to United Way.
- Show United Way of Thunder Bay's campaign video. Incorporate viewing of videos at staff meetings, etc. You can profile the campaign video, thank you video or United Way Speaker videos available in the campaign toolkit at: uwaytbay.ca