

Increasing Participation

Increasing participation begins at the planning phase of your campaign. Use the checklist below to see whether you are on track to increase participation this year!

- ❑ Committee members are representative of the structure, make-up and locations of the organization.
- ❑ A Canvasser Coordinator has been recruited on the committee to ensure that sufficient canvassers have been recruited, trained and mobilized and every employee is “asked” to participate.
- ❑ Management supports campaign and provides visible support along with adequate time for volunteers.
- ❑ A Leadership (or Friendship) Chair has been appointed to canvass leadership donors and senior management.
- ❑ A partnership analysis has been scheduled to review previous results and identify areas of opportunity, strengths and challenges.
- ❑ Previous results have been analyzed to determine which areas need to be focused on to attract new donors.
- ❑ A participation goal has been set and the number of donors required to achieve this goal has been identified.
- ❑ The United Way staff/loaned representatives have provided a customized training session for the committee and canvassers.
- ❑ The most effective canvassing techniques have been identified and a plan has been developed to approach all employees, including retirees, part-time workers, shift workers, field workers, new hires, etc.
- ❑ An awareness plan is in place including group information sessions, agency tours and/or agency speakers.
- ❑ Pledge cards have been personalized.
- ❑ Payroll deduction is being promoted as the easiest, most convenient way to give.
- ❑ Events are timed to protect the canvassing period.
- ❑ A prize/draw/incentive is being offered to encourage strategies to increase participation, including participation awards to areas/departments that reach a certain level of participation.
- ❑ There is a plan in place to thank all donors, volunteers and employees to ensure high participation in the following year.