

Consider these Areas of Opportunity

Based upon the analysis of employee giving, areas of opportunity should become apparent. Specific strategy can then be implemented to produce the desired effect.

Increase the % of employees participating	Increase the amount of the average gift	Convert cash gifts to annual payroll deduction pledges
<ul style="list-style-type: none"> • Agency Tours • Incentive to 1st Time Donors • Day of Caring in an Agency • Testimonial by Fellow Employee • One on One Solicitation • Volunteer on U.W. Allocation Panel • CEO Letter to All Employees • United Way Video • Agency Speaker • Ask 100% of Employees • Company-wide Incentive for a Certain Level of Participation 	<ul style="list-style-type: none"> • Leadership Giving Solicitation • Incentive to Those Who Increase Their Gift • Start an Internal Recognition Program • Agency Tours • United Way Video • Agency Speaker • Expanded Number Solicited for Leadership Giving • Create a Campaign Committee • Set a Higher Goal • Testimonial by Fellow Employee • Day of Caring in an Agency 	<ul style="list-style-type: none"> • Incentive for Converted Gifts • Ask for 100% Payroll Deduction • Incentive for Payroll Deduction • Testimonial from Employees • One on One Solicitation • Everyone gets a pledge card • Letter from CEO • Pre-Print Employee Information on Pledge Card • Everyone has a Pledge Card When Asked to Give • Early Bird Special