

Ways to Increase Participation

Setting a goal to increase participation is a great strategy for your Campaign Team. However, simply setting that goal and telling your employees about it will not be effective on its own. You must determine **WAYS** to increase participation by improving your campaign approach.

SO HOW CAN YOU EFFECTIVELY INCREASE PARTICIPATION?

There are several ways we know that will positively impact your ability to influence new gifts...

Invite More Employees to Help on your Campaign Team!

Involve a variety of employees in the planning phase of your campaign. Use their input to make your campaign “message” (theme/events) positive. Ask them to be visibly supportive during the campaign.

Involve Top Managers:

Do not be shy about getting your Top Managers involved in the SECC. They should be among the first people to receive their pledge forms, and the ideal is that they will endorse and be visibly supportive of the SECC.

Make the “Ask” Positive and Personal:

- **INFORM & EDUCATE BEFORE ASKING** – Set the stage for a strong “ask” by having a special event or meeting to explain the SECC before distributing pledge forms. Make it fun!
- **FACE-TO-FACE ASK** - Ensure all employees are asked to consider a pledge **IN PERSON** (even if you are using ePledge), either as part of a group or individually. If you must leave materials on someone’s desk, leave a personal note and follow-up by phone.
- **BE CLEAR ABOUT WHEN YOU WOULD LIKE THEIR PLEDGE FORM BACK** - Explain that it will make your role as coordinator easier if they could make their decision and return their pledge form that day or by the end of the week. The longer the wait, the less likely they are to respond at all.
- **FOLLOW-UP!** Let everyone know up-front that you want to make sure everyone has had the opportunity to make their decision, so you will be following-up with folks who don’t respond by X date.

Use SECC stories and visuals:

- Coordinate a volunteer project for employees at an SECC agency
- Use SECC charity speakers, campaign video, success stories
- Host an In-House Volunteer Project or Tour
- Encourage employees to learn more: visit the SECC website

Use your own employees’ stories:

- Find an SECC agency that has touched your life or a family member’s life and tell your story)
- Ask an employee who has received services from SECC to share his/her story
- Provide examples of how SECC charities help our family, friends, co-workers

Offer incentives to employees who participate in the campaign:

- Dress Down and/or themed Fridays
- Parking spaces
- Chance to see CEO do something outrageous (shave their head, wash a car, kiss a pig)
- Use incentives for returning pledge cards, attending an event, giving by a specific date/time, department who wins challenge for participation or total donations, etc.

THANK Your Donors!

- Even a simple thank you and update on the campaign results works well. You may also consider a thank you event for volunteers and donors(ice cream, pizza, lunch, “just desserts, etc.) at the end of campaign