

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

EMPLOYEE CAMPAIGN MANAGER (ECM) WORKSHEET

Company Name: _____
 # of Employees _____
 # of Donors _____
 Current Average Charitable Gift? _____ (\$ Employee Contribution / # of Donors)
 Percent Participation? _____ (# of donors / # of Employees)

2 WAYS TO INCREASE YOUR CAMPAIGN

- **People giving give MORE (increase average gift)**
- **MORE people give (increase participation)**

Here are some examples of how these two scenarios can work:

All non-leadership donors increase their gift by \$2 per week.

All leadership donors increase their gift by \$5 per week.

Participation increased by 7% at current average gift. & a 20% increase

Formula: # employees X Current % of participation plus 7% X current average gift.

employees X Current % of participation plus 20% X current average gift.

CONDUCT CAMPAIGN - ASK: Suggested Group Meeting Agenda

<u>TIME</u>	<u>PROGRAM</u>	<u>BY WHOM</u>
1 minute	Welcome & Overview	Employee Campaign Manager
2 minutes	Campaign Endorsement	CEO
3 minutes	The Need	Agency Speaker
5 minute	Campaign DVD	Account Executive
2 minute	Closing remarks (info on company campaign & pledge cards & incentives)	Employee Campaign Manager
1 minute	Thank You/Collection of Pledge Cards	Employee Campaign Manager

Total Time: 15 minutes

Effective One-on-One Presentation

One-on-one presentations can be very effective in encouraging people to participate in the campaign. These presentations should be conversational, with no pressure. Peer to Peer presentations work best.

1. **PLAN** (Make your own donation, schedule 5-10 minute appointments, promote the campaign)
2. **ORGANIZE** (Personalize pledge form, have UW brochures, share what gift provides piece, presentation should be 2-3 minutes with remaining time to discuss concerns and answer questions.)
3. **MEET** (Describe what UW does and how it impact the community. Tell the Story. Find ways to tie giving to things that motivate the employee.

PEOPLE GIVE TO PEOPLE...the Number 1 reason people do not make a contribution is because they were never asked! YOU CAN DO IT!!!!!!

AWARDS FOR OUTSTANDING GIVING

Achievers Certificate - Corporations or Employee Groups who have a 10% increase over the prior year.

Gold Award – Per capita giving of \$100 or more or \$2500 increase.

Silver Award – Per capita giving between \$75-\$99 or \$1500 increase.

Bronze Award – Per capita giving between \$50-\$74 or 20% increase.

Appreciation Award – Campaigns giving of \$500 or more.