

ANALYZING YOUR CAMPAIGN

Determining Your Campaign Potential

1. Employee Participation / % participation

Employee participation is a figure that represents the amount of individual involvement in the campaign. Employee participation is calculated as a percentage of giving employees contributing to the United Way campaign out of the entire work force.

- **% participation** = # Givers divided by # employees.

2. Average Gift Per Donor

Based on the number of employees giving. The relationship of employee participation and size of contribution to potential achieved.

- **Average Gift** = Total Employee \$ divided by # donors

Key Facts to Identify When Conducting a Campaign Analysis

DONORS

- Compare the % change in number of employees with the % change in number of givers.
- Compare the % change in number of employees with the % change in total employee dollars.
- How does the average gift compare with the employee per capita?
- How are your leadership giving results impacting your average gift and per capita?

LEADERSHIP DONORS

- Analyze the number of leadership givers and leadership giving dollars for the past 3 campaigns.
- What % of total employee dollars is made up of leadership giving dollars?
- What % of total givers are leadership givers?
- Compare the % participation, average gift, etc. of Executive/Sr. Management with the overall campaign.

RETIREES

- Do you solicit retirees? If so, what % of the total employee dollars are made up of retiree contributions? If not, why not start?

NEW HIRES

- Do you solicit new hires? If so, what % of the total employee dollars are made up of new hire contributions? If not, why not start?

THE MATH

- If you increased the number of givers to _____ while keeping the average gift the same, you would raise \$ _____ new dollars.
- If you increased the average gift to \$ _____ while keeping the # of donors the same, you would raise \$ _____ new dollars.
- If you maintained the average gift \$ _____ and increased your % of participation, you would raise \$ _____ new dollars.

How To Increase Level of Giving

A. When Setting a Goal

1. Calculate the total you wish to achieve.
2. Divide it by the total employment.
3. Share with employees what the gift per employee would be.

Examples: If everyone in our company, at a minimum, would give \$5 per paycheck we could raise \$3,900. (26 pays/30employees)

B. When Training Your Campaign Committee

1. Emphasize the goal is to increase giving.
2. Introduce the idea of team-spirited competition between departments
3. Teach them how to ask people to increase their gifts.
4. Emphasis the #1 reason why people don't give is because they are not asked.

C. When Promoting the Campaign

1. Emphasize how increasing individual gifts makes an impact.
2. Use incentives to increase your campaign
3. Emphasize the convenience and affordability of payroll deduction.

D. During group meetings

1. Be sure to share the campaign goal.
2. Avoid saying things like, "If you're already giving you don't have to sign up or just write 'same' on the card."
3. Ask for employees to increase their gift by 5%-10% to respond to the increase for services. (Remember, small increases add up).

E. Recognition

1. Recognize employees who increased their gifts on bulletin boards, in newsletters, within departments.
2. Do a special "Thank You" for employees who increased their gifts

How To Increase Participation (Maintain or increase the level of prior giving ...add on dollars by getting more people involved.)

A. Committed CEO and Top Managers

1. Involved financially and engaged personally with the United Way campaign
2. Provides time and support to the campaign committee
3. Provides time and personal support to employee meetings

B. Labor/Union Endorsement (if applicable)

C. Clear and Open Line of Communication

1. Between CEO/campaign committee
2. Between campaign committee and employees
3. Between campaign committee and the United Way

D. Analyze Past Campaign

1. Overall company campaign
2. Departmental campaign

Example: Looking at the number of participants versus the number of employees = % participation.

E. Develop Goals Based on Increased Participation.

1. Company goal
2. Departmental goal

F. Committed Internal Campaign Structure

This could be in the form of a campaign committee representing all departments.

1. Marketing/Public Relations
2. Payroll
3. Line People
4. Middle Management
5. Human Resources
6. Upper Management
7. Labor (if applicable)

G. Train and Educate Campaign Committee Concerning

1. United Way - what do they do?
2. Community needs and how they meet those needs
3. Allocation of donations
4. Volunteerism how to get involved
5. New hire's program
6. Explanation of the correlation between campaign giving and participation.

J. Motivate/Educate Employees

1. Invite United Way speaker in to talk to employees
2. Use of campaign materials and information
 - a. brochures
 - b. posters
 - c. 211
 - d. FREE Prescription Drug Card Program
3. Use incentives for different levels of giving or the timely return of completed pledge forms
4. Introduce the idea of team-spirited competition between departments

K. Group Meeting

1. Set time and date or dates where management can endorse the company's involvement with the campaign.
2. Departmental representative speak on behalf of the committee and the United Way explaining the plan of action.
 - a. Why support United Way
 - b. Goal
 - c. Incentive program
3. United Way Speaker
4. Video
5. Personalized pledge card
6. ASK!

L. Thank You / Recognize Those Who Helped Make the Campaign a Success

1. CEO
2. Upper management
3. Middle management
4. Line employees
5. Campaign Committee

Examples: Thank you lunch, Have the CEO cook, Pass out awards, Recognize departments, Pass out incentive gifts, Attend United Way recognition event(s).

M. Immediately Evaluate and Measure the Results of Your Campaign With Those Involved.

1. CEO
2. Campaign committee
3. United Way staff person

N. Rotate, Elevate, and Draw in New Employee Representatives to the Company Campaign Committee for Next Year's Campaign

O. United Way Staff Will Remain in Contact

1. Employee Campaign Coordinator training
2. January Recognition Breakfast
3. Get involved with the 2012 Day of Caring

P. Ask new hires to contribute to United Way throughout the year