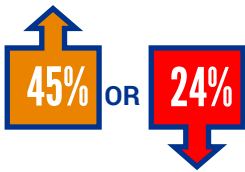




THE THREE BIGGEST DIFFERENCE MAKERS

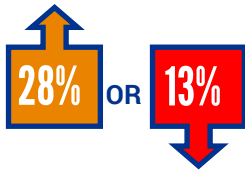
HOW YOU IMPLEMENT THESE STRATEGIES (OR NOT) MAKES A HUGE DIFFERENCE IN YOUR RESULTS



69% DIFFERENCE!

#1 VOCAL SUPPORT AND PUBLIC ENDORSEMENT FROM UPPER MANAGEMENT ASK YOUR CEO / MANAGEMENT TEAM TO SHARE IMPORTANCE OF UNITED WAY IN YOUR COMMUNICATIONS

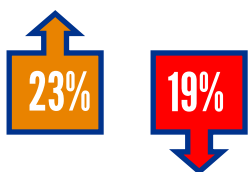
- Logan County workplaces in which upper management publicly endorsed the UW campaign and encouraged giving had collective increases of **45% increase in giving** in recent years. But in Logan County workplaces where the CEO / upper management DID NOT publicly endorse the campaign in a high profile manner, there has been a **24% decrease in giving!**
- IS UW a priority for CEO/management?
- **Is there an authorized corporate gift / match?**
- Are there authorized incentives for giving?
- Will they speak/endorse at employee kickoff?
- Have you met with them to discuss your plan?
- Send letter/E-mail to staff about importance of United Way and how it meets your company's philanthropic mission.



41% DIFFERENCE!

#2 HOW WILL YOU "MAKE THE ASK?" CONSIDER VERY CAREFULLY HOW YOU WILL DISTRIBUTE AND COLLECT PLEDGE FORMS, INCLUDING WHAT IS ON THEM.

- HOW and WHEN will you promote and launch your campaign? Please consider:
 - **Will you use online pledge forms, paper pledge forms, or some of both?** If you have employees that don't use computers, how can you distribute the link to the pledge form? Last year, workplaces that utilized a hybrid of paper and online pledging had a **28% increase in giving**. Workplaces that went online only had a **13% decrease in giving**. So maintaining a paper copy option continues to be important.
 - Again in 2022, we will be **customizing the pledge form for every workplace**. We'll work with you to maximize giving levels and incentives.
 - The need for multiple asks / touch points during your campaign window.



42% DIFFERENCE!

#3 EXTEND THE DANGLING CARROT CONSIDER WHAT INCENTIVES / PERKS / FUN BENEFITS MIGHT BE OFFERED FOR DONORS WHO MAKE PLEDGES

- If only everyone were 100 percent altruistic. Still, Logan County workplaces that incentivized giving last year (even with low-cost / no-cost items) saw a **23% increase in giving**. Those that did not offer anything experienced a **19% decrease in giving**.
- Offering a chance of additional Paid Time Off is popular and if possible in your setting, would work well. But there are MANY creative ideas. See the page on incentives in this guide.