



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 ECC. 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 ECC.

Use ECC Agency Speakers

- Use ECC Agency speakers
- Host an Agency Fair
- Encourage employees to learn more: visit the ECC website @ www.njcecc.net

Use your own employees' stories:

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

Offer incentives to employees who participate in the campaign:

- Dress Down and/or themed Fridays
- Parking spaces
- 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

Questions? Contact your Coordinator or
Campaign Manager Susan O'Brien at (609) 477-8306 or sobrien@njcecc.net

