



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 NJECC. 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 NJECC.

Use ECC Agency Speakers:

- Use NJECC Agency speakers
- Host an Agency Fair
- Encourage employees to learn more: visit the NJECC website at www.njecc.net

Use Your Own Employees' Stories:

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

FUNdraising Ideas:

- Sell badges for \$5 each, allowing employees to dress casually on certain days, designating each casual day with a theme like "Stupid Hat Day," "Outrageous Socks Day," or "Sports Team Day."
- Employees who pledge a minimum of \$52 are entered into a drawing for a vacation day
- Balloon Pop: Get donated prizes or gift certificates. Before filling a balloon with helium, insert a note with the name of the prize. Employees get a balloon upon completing their pledge.
- Silent Auction: Have staff bid silently on items such as VIP parking spots, casual days, etc. Money goes to the campaign.
- Trivia contest or baby picture guessing game

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@njecc.net



www.NJ ECC.net