

# Easy Ways to Impact Your Campaign!

We did an analysis of the following campaign techniques used by local companies and compared them with their campaign results. This is what we found.



## Average Employee Gift Comparison

When Used When Not Used

### Employee Campaign Leader Attended Training

When the ECL attended training, the average employee gift increased by \$21.



### Campaign Meetings Were Held For Employees

When campaign meetings were held for employees, the average employee gift increased by \$33.



### United Way or Agency Speaker at Campaign Meetings

When United Way staff or Partner Agency Representative spoke at campaign rallies, the average employee gift increased by \$21.



### Management Spoke at Campaign Meetings

When management/leadership of a company spoke at campaign rallies, the average employee gift increased by \$44.



### Showed United Way Video

When the United Way video was shown, the average employee gift increased by \$45.



### Had Company Employee Share Story

When a company employee shared a personal story of United Way's impact, the average employee gift increased by \$31.

