

United Way Campaign

A Winning Strategy: Ask, Thank, Inform

Ask, Thank, Inform is the formula for a successful campaign. We want to make sure individuals who are investing in their community through United Way aren't just asked to contribute, but that they understand why their investment is important, and how their dollars are making a difference right here in Whatcom County.

ASK

The #1 reason repeatedly cited for why individuals don't give: "I was never asked"

People may or may not donate during the campaign for a variety of reasons, but the key is to make sure that everyone has the opportunity to make that choice. Making the ask simply means offering folks the opportunity to LIVE UNITED—and be part of the positive change that makes Whatcom County a better place for all of us.

United Way presentations are a great way to make sure everyone knows what United Way does and how they can help. Ask your United Way representative to attend to answer questions and provide additional information.

How will you know that everyone in your company has been asked? *Collect pledge forms from everyone, regardless of whether or not they choose to give. You can even offer fun incentives for fast responses or 100% form return.*

THANK

One of the most important parts of your campaign is saying thank you.

Studies show people who are thanked feel more appreciated and are more likely to want to give again. Do your best to make sure every donor is acknowledged.

Your Campaign in a Flash includes pre-made thank you cards, email templates and posters just waiting for you to use! We also have lots of fabulous United Way thank you cards if you need extra. Just ask!

INFORM

We want everyone to know how their donations are making a difference—and to feel great about it!

Letting people know how their dollars are at work in the community is a critical part of the United Way campaign effort. Donors like the fact that we are a transparent organization, that our programs are vetted, and that we are working with the community to invest their donations responsibly and efficiently.

Ways to help inform your colleagues about their investment include:

- ✓ Send email announcements and updates
- ✓ Add a link to www.UnitedWayWhatcom.org on your company or internal website
- ✓ Let employees know about United Way e-news and Facebook options
- ✓ Attend events like our Campaign Coordinator meetings, Kick-off Luncheon, and Campaign Celebration, to learn more about how lives are being changed all over Whatcom County