

Best Practices

HOW TO INCREASE YOUR AVERAGE PLEDGE

It is important to know that donors increase or upgrade their pledge for four reasons:

They believe in your mission.

- When a donor feels like your mission has a strong vision and is doing tangible good in the community, they want to become more involved. Ask your UW representative for stories or testimonials you can use when tailoring your awareness approach. Showcase that our vision has gotten bigger – we want to help more people in the CSRA than ever before and we want them to be a part of these efforts!

They feel like you are using their money wisely.

- When a donor gives money, he or she wants to know that you are spending it on things that matter–no waste. UW shows fiscal responsibility and tangible, factual outcomes to our donors in our annual report, on our website and more throughout the year. Donors like, and expect, proof in most cases and UW continuously works on showing the donors impact all year round.

They believe in your team.

- This is why relationship building is so important. When donors believe in your team they will want to provide more funds so that your team can do even more good. Strengthen your personalized attention to your donors, new and existing, to create long lasting trust.

They were asked to do so in a respectful and meaningful way.

- While some donors will upgrade on their own, it is not always the case. Often times, if asked in a personalized, respectful and meaningful way donors will gladly increase their gift. Do not force or overwhelm the donor by focusing solely on “increasing” your donation. Simply be an advocate as to why and how their gift increase WILL provide positive impact in the community around them.

Tips & Tricks

- **Analyze** what the most common donation amount at your workplace is and challenge the employees to increase it by a certain % or say \$1/week.
- **Encourage** your donors to give via payroll deduction – it is the easiest way to give! Most donors give more if they stretch their gift out over the course of a year instead of one lump sum. Fill the pledge card out and UW will do the rest – nothing the donor has to keep up with at all.
- **Educate** your donors on the impact their gift makes by providing examples: “Your payroll pledge of \$10/week can provide two children food on the weekends for an entire year.” (*see our brochure and annual report for facts and outcomes you can share*)
- Know when to **give the donor time to think**– as with all asks, the final step is to be quiet. Give the donor time to think and ask any questions they might have; we are not here to overwhelm.