



United Way Newsletter

Perspectives
Consulting Group

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During Campaign, What Could Be More Important Than Money?

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During Campaign, What Could Be More Important Than Money?

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Campaign season is now underway, and United Ways everywhere are carefully monitoring and tracking each workplace as they move toward one simple goal - how many dollars were raised. With the economic situation we are facing this

year, that goal becomes even more difficult to achieve.

Useful Link

Building Donor Loyalty

Read [here](#) about donor loyalty and why it is the most critical element of long-term fundraising success.

Featured Articles

But with the challenges and uncertainties of the economic situation, there is an opportunity to expand the definition of campaign success beyond just dollars raised. Two campaign outcomes your United Way should be measuring and accomplishing are:

1. The number of individual relationships with donors
2. Commitments of time to volunteer

Every United Way I talk with complains about how difficult workplace campaigns have become. They tell stories of companies that once allowed a presentation or speaker, but can no longer spare the time and will perhaps distribute your campaign brochure instead. United Way campaign associates express frustration that it can take years of effort to get a company to even consider a workplace campaign. Most troubling to United Ways is the increasing number of companies that no longer provide information about who donated, but only give a total amount instead.

These stories all clearly demonstrate that United Ways must shift from an employer-centric fundraising model to a donor-centric fundraising model. An employer-centric relationship is one where communication with the donor goes through their employer, and you would not have a relationship with that donor if they retired or left the employer. A donor-centric relationship is one where you have a direct relationship with the donor, and would continue to have that relationship even if the donor retired or switched employers.

In this day and age, the relationship needs to be with the donor, and not with the employer. How many of your current relationships with donors are employer-centric and how many are donor-centric? This is what you should be measuring as part of your campaign.

Creating donor-centric relationships requires a deliberate effort to get to know each and every donor. Asking for contact information such as a personal, not employer, e-mail address is essential, and asking donors what communication they want from United Way can be very helpful. For companies that do not allow direct access to their employees, on the pledge card or campaign brochure, ask employees to visit a personalized company page on your United Way Web site (such as www.myunitedway.org/companyname), which gives them an opportunity to sign-up for a company-specific United Way e-newsletter and you can collect their e-mail address there.

When the economy is tight, asking people to volunteer will start a relationship with United Way that, if nourished, can blossom into financial support. Volunteering is an important aspect of United

[Seven Strategies for Building Meaningful Major-Donor Relationships](#)

[Power Donor Relationship Building](#)

[The Right Volunteer in the Right Job](#)

[Using Volunteers Effectively](#)

Words of Wisdom

"Time is the most precious element of human existence. The successful person knows how to put energy into time and how to draw success from time."

- Denis Waitley

United Way CD-ROM



A resource developed specifically for United Ways.

The CD-ROM includes all of the information about Perspectives Consulting Group: who we are and what we do. Request a copy of our United Way CD-ROM by e-mailing

info@perspec.com or call (800) 724-9994 to see how Perspectives Consulting Group can help your United Way.

Way, most recently reinforced through the Live United slogan of Give-Advocate-Volunteer. United Ways have also recognized that one of the key indicators of an Active Community Investor is volunteerism.

The most important reason to increase the commitment of volunteer time during your campaign this year is to capture the next generation of donors. Research shows that the younger donors, especially those under the age of 35, are more likely to volunteer their time to a meaningful cause than contribute financially. Attracting the younger generation to United Way will pay dividends for years to come.

United Ways have offered Days of Caring or even Youth Days of Caring, which are volunteering opportunities. Offering a pledge card for volunteering time and asking people to consider volunteering if they are unable or unwilling to support United Way financially are other ideas for creating that volunteer/donor relationship.

Before your campaign ends this year, your United Way should complete the following:

- Measure and track the number of donor-centric relationships you have with your donors
- Make a deliberate effort to start converting employer-centric relationships to donor-centric relationships
- Measure and track the number of people who volunteer through United Way
- Provide an opportunity during your campaign for people to volunteer

Measuring and accomplishing the goals of increasing the number of individual relationships with donors and commitments of time to volunteer will make your campaign even more successful.

If you would like a list of ideas on how to make your United Way more donor-centric, send an e-mail to ggoscenski@perspec.com.

For information on how Perspectives Consulting Group, Inc. can help your United Way succeed, call 1-800-724-9994 or visit our Web site at www.perspec.com.



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About Perspectives Consulting Group, Inc.

We are dedicated to our mission of providing information and planning that make the difference for United Ways. We use market research techniques including telephone and mail surveys, interviews, and focus groups to obtain the necessary information to make effective decisions to plan for the future. We would be pleased to share our experiences working with other United Ways and discuss how we can help your United Way make informed decisions and plan for continued success.

Sincerely,



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