

## TIP SHEET

# 8 Tips to Surpass Your Employee Giving Goal

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Employee giving campaigns are a great way to engage staff while supporting your mission. If you have the right tools and people in place, you can enjoy great success and make the experience a fun one for everyone involved. At Shepherd Center, we have run an employee giving campaign since 2001, regularly exceeding financial goals. This is how we do it.

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## Start with some money in the bank.

One of the keys to a successful campaign is creating excitement from the start. That means having some seed money to start things off.

Challenge senior leadership to start things off. I recommend asking them to collectively pledge 10% of the total amount in the month preceding your start date. It gives you a jump start on your pledge goal - both participation and dollars.

2

## Solicit challenge gifts.

Who outside of your organization has a vested interest in seeing this campaign succeed? Former clients? Donors? Figure out who those people may be and approach them before the start of the campaign to see if they'll offer a challenge grant. This is a unique way for them to feel a connection to the employee base. Telling staff that you'll get an additional lump sum if you hit dollar and/or participation goals is a great carrot to dangle and gets people motivated to support the campaign.

At the end of the campaign, be sure to include those supporters in your announcement and final celebration. They're part of your success and should be acknowledged as such.

3

## Raise money for something employees care about.

Even better - make it something they can see and understand. They're more inspired to support a campaign if they understand the impact those funds will make every day.

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### Recruit a team.

I have an advisory committee to help with the overall campaign and I recruit ambassadors from each service line who can help share the message and assist employees in making their pledges. This is a team effort. Those members will create excitement that will be felt everywhere.

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### Encourage participation.

Employees should be invited to be part of the campaign, not told they “have” to support it. The way you share that message has a huge impact on your success. If employees feel like they have control over their participation – how much they give, when they give, and how they pay – they’re more likely to want to pledge. And you’ll be surprised at the generosity that comes as a result. Remember, every pledge puts you one step closer to your participation goal.

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### Recognize donors.

Acknowledge every pledge, regardless of size, in a uniform way. Cards that people can hang by their offices, a thermometer to track progress by a main entrance, and signs when areas hit 100% participation are all great visual motivators. There’s a great sense of pride across the organization when we exceed our goals each year, and each person knows that he or she is an important part of our success.

7

### Be intense.

Don’t let your campaign drag on and on...and on. People will lose interest and it will be harder to maintain the energy needed for success. Our campaign is an intense 5 weeks. It sounds daunting, but for 5 weeks the entire organization is laser-focused on a common goal.

8

### Have fun!

I always say, if we aren’t having fun, we’re not doing it right. Each campaign has a theme, and I have senior leaders who serve as honorary ambassadors and dress in costumes a few times during the campaign. We have weekly prize drawings to motivate people (a month’s reserved parking in a prime spot is worth its weight in gold). We host a kickoff event that’s part lunch, part dance party. At the end, we have a “Big Reveal” that includes everyone, complete with mini cupcakes.

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