

LIVE UNITED™



Catching the Last Minute Pledge Cards or Donation Dollars

No matter how hard you try, you may not be able to reach everyone with group meetings or large-scale events. Keep in mind that some employees get sick at the last minute, some eat lunch at their desk and others work flexible schedules.

Seek out those last minute pledge cards with a personal solicitation:

- Post “wanted” posters offering a small reward for a completed pledge form.
- Have a mobile “bake sale” by filling a cart with baked goods and juices and exchanging a snack for a completed pledge form.
- Host a continental breakfast or offer a free snack at break time for anyone who hasn’t turned in their pledge form.
- Consider incorporating an email element to campaign events that ask employees to guess about photos (Who’s Baby Picture is This?) to allow those who work from home an opportunity to be asked to participate.

Although this activity is designed to attract last-minute contributions and provide an incentive for employees to complete a pledge form before the end of your campaign, remember to have fun with it.

- Plan such an event with your campaign’s theme in mind.
- If your campaign is to be held over a holiday, save an exciting activity for your campaign’s final days. (Costume contest, gift wrapping marathon, pumpkin throwing contest, etc.)