

SEGMENTATION

TARGETED COMMUNICATION TO IMPROVE PARTICIPATION

Whether your company is large or small, or your campaign “team” is one person or a team of 20 colleagues, targeting your communication can be simple and effective. It doesn’t take a lot more time or a lot of effort. But, it can pay off.

Creating a message that is audience-specific can significantly improve results. Several Greater Fredericksburg companies have developed campaign communications that are targeted to distinct groups of their employees. What does this mean?

It means tailoring your message to specific segments of the employee base. Here are some simple ways to identify segments of your employees:

- Previous contributors
- Non-contributors
- First-time contributors last year
- Previous contributors at the Leadership level
- Potential Leadership givers
- Retirees (if your company has them)

Creating these unique messages – whether via email or in a personal letter – is not complicated but can improve participation levels and overall financial results.

HOW SEGMENTATION WORKS

It will be helpful to analyze the results of your most recent campaign. Look at the number of new contributors. What group do you rely on for the largest share of contributions? What trends can you spot from the most recent campaign? Where are the opportunities to grow?

Many companies and campaigns rely on leadership level giving to elevate their campaigns. Perhaps you could increase this number by reaching out to this audience with a special message – from you, or perhaps the head of your company.

When you decide what groups your campaign consists of, count them up. Whether or not you have access to the contribution information varies by the policies of your company. However you divide up the group, be sure to count the number of employees in each of these groups.

FOR INSTANCE:

- How many new donors did you have?
- If you are trying to raise the overall participation rate, then simply doing custom appeals to Non-Contributors might be worthwhile.
- Do you have retirees as part of your campaign? An appeal from your company could be the best way to re-engage and keep them connected.

After you establish how many employees are in each group, you can estimate what the increase in donations might be for each group. This will make it easier to estimate what your overall campaign goal should be. For instance, can you set a goal to increase Leadership level giving by 15%? Or, can you set a goal to get 75% of all new employees to join the United Way campaign?

COMMUNICATION

A message about contributing needs to strike a balance between emotional and practical. We know that people give for different reasons, but the messaging among different segments needs to be subtle, so employees don't feel that a private decision has been revealed to others.

We know that employees share emails and all company communications among each other. An appeal for the United Way is no different. Messaging needs to have a broad appeal, but inspire people with different language based upon the segment they are currently in.

Examples

TARGET SEGMENT:

TARGET SEGMENT:	PREVIOUS CONTRIBUTORS
A: Salutation	You can personalize the salutation: "Dear Nancy,"
B: Introductory Appeal	<ul style="list-style-type: none"> • Share that progress is being made in our community • Mention their previous gifts • Use the phrase "elevate" or "move up" to encourage increases • Be sure to mention corporate matching or collective giving
C: RUW's Community Impact goals in:	<ul style="list-style-type: none"> • Education • Financial Stability • Healthy Living
D: Call to Action	Please give now: GIVE, ADVOCATE, VOLUNTEER.
E: Signature	Campaign Chair or CEO/senior manager

TARGET SEGMENT:

TARGET SEGMENT:	NON-CONTRIBUTORS
A: Salutation	You can personalize the salutation: "Dear Nancy,"
B: Introductory Appeal	<ul style="list-style-type: none"> • Emphasize the company commitment to community • Use the phrase "join us" • Encourage gifts of any size • The collective power of many contributions can add up
C: RUW's Community Impact goals in:	<ul style="list-style-type: none"> • Education • Financial Stability • Healthy Living
D: Call to Action	Please give now: GIVE, ADVOCATE, VOLUNTEER.
E: Signature	Campaign Chair or CEO/senior manager