

# Employee & Customer Campaigns

Kelly Gibson Caplan

Community Outreach Manager, Washington Gas

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# Employee & Customer Campaigns

## Agenda

- Introduction
- Campaign Kick-off Highlights
- Promotional Activities
- Incentives
- Results



# Employee & Customer Campaigns

## Introduction

- Washington Gas
- Washington Area Fuel Fund (WAFF)
- Salvation Army collaboration
- Employee Giving Campaign



# Employee & Customer Campaigns

## WAFF Campaign Goals

- Increase employee awareness of WAFF
- Expand participation in campaign
- Increase donations to charities including WAFF



# Employee & Customer Campaigns

## Campaign Kick-off Highlights

- 4-week fall Employee Giving Campaign
- Warm theme in honor of WAFF
- Kick-off events at all company locations
- WAFF table and/or presentation
- Giveaways; payroll deduction



# Employee & Customer Campaigns

## Promotion

- Elevator wraps
- Campaign packets
- Employee testimonials
- Company monitors
- Intranet
- Newsletter/email/voicemail



# Employee Testimonials



*"It is easy sense to see how your contribution will directly impact families in the area in a positive way. Washington Gas has a very strong program for charitable giving, and for me, I generally feel most comfortable about donating to charities where I feel my contribution will have a strong impact."*  
- Michael Fisher

*"The Washington Area Fuel Fund is a wonderful example of the good that can happen when people come together to support their neighbors in need. It's always heart-warming to know that somewhere in my community is a family who won't have to choose between food and heat this winter because I made a donation."*  
- Diane Bailey

*"I imagine a child trying to do homework by candlelight, or an elderly person wrapped in blankets. Donating money to the Washington Area Fuel Fund where families using all fuel types could reach out for assistance helps me realize I am able to make a difference in keeping a family warm and safe during difficult times."*  
- Teri Call

*"I donate to WAFF to help individuals that many not be able to afford keeping their family warm based of circumstances beyond their control. WAFF is a great organization to help neighbors in need."*  
- Diana Price

Visit us at [washingtonareafuelfund.org](http://washingtonareafuelfund.org)

## Promotional Tactics

- Top of mind
- Before: newsletter
- During: emails
- After: thank you cards

# WAFF

[WASHINGTONAREAFUELFUND.ORG](http://WASHINGTONAREAFUELFUND.ORG)



Today's date

# WAFF Employee Testimonial

*“I imagine a child trying to do homework by candlelight, or an elderly person wrapped in blankets. Donating money to the Washington Area Fuel Fund where families using all fuel types could reach out for assistance helps me realize I am able to make a difference in keeping a family warm and safe during difficult times.”*

*-Terri Call*

**WAFF**

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# Employee & Customer Campaigns

## Incentives

- Matching Campaign – up to \$10K
- Salvation Army donations – weekly prizes
- Incentive campaign strategy - tiered
  - Appeal to wide demographic
  - “Popular” items – Coolest, Dr. Dre Pill, \$500 travel voucher



# Campaign Incentive Examples



RED DOOR SPA  
Elizabeth Arden



# WAFF

WASHINGTONAREAFUELFUND.ORG



# Employee & Customer Campaigns

## Results

- Increased WAFF donations & donors
- Most popular employee charity
- Incentives & matching campaign are key



# Employee & Customer Campaigns

## Results

	Employee Donors	Employee Donations
CY12	28	\$6,800
CY13	55	\$13,100
CY14	78	\$21,500
CY15	99	\$25,300
CY16	93	\$24,200



# Contact Information

Kelly Gibson Caplan

[Kelly.caplan@washgas.com](mailto:Kelly.caplan@washgas.com)

202-624-6335

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# Questions?



# WAFF

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