

Tip Sheet

A Guide For

Employees Charitable Campaign Canvassers

You've been asked to be an ECC canvasser because you're someone who gets results. As a member of your department's ECC campaign team, you are being asked to guide your co-workers to participate in the ECC.

By demonstrating the importance of how their investment impacts the lives of other individuals, you can help them make well-informed charitable decisions that affect the community. Giving is a personal matter, involving a commitment to contribute and how much to invest.

Asking your co-workers to contribute may be uncomfortable, but it's made easier when you're asking for others in your community.

Remember, the most responsive contributors are those who are well-informed and have an opportunity to participate.

WHERE DO I START

Following these outlined steps will help assure a successful campaign, one that is informative and enjoyable for both you and your co-workers.

PLAN OF ACTION

- Familiarize yourself with the ECC. You can do this by reviewing the campaign materials and asking questions of the Campaign Manager's office.
- Use your department's Campaign Leadership as your primary resource — ask questions about the ECC.
- Lead by example — demonstrate your own personal commitment by making your contribution, and — if possible — consider an increase of your investment.
- Contacting every person face-to-face, as opposed to phone, memo or e-mail, is much more personal and offers an opportunity for more dialogue. It has an impact on giving.
- In order to build your confidence and a pattern for success, start with the people

THE MEETING

- Make a good first impression. A friendly smile is always welcome.
- Establish a comfortable atmosphere for discussion. Explain the purpose of your visit and why you choose to support the ECC. Feel free to discuss a particular agency with which you are personally familiar or an example of a service you or someone you know received.
- In your discussions, suggest payroll deduction as the easiest way to make a significant contribution.
- Listen. Encourage questions. If you don't know the answer, say so, and then call your Campaign Coordinator or the Campaign Manager's office.

THE INVESTMENT PLEDGE

- Present employees with educational information:
 - Refer them to emails and/or websites
 - Provide them with materials like the ECC Codebook and the website: www.njsecc.org
- Provide the person with a pledge card.

- Ask the person to make a pledge.
- Points to remember:
 - Technology is a useful tool, but it does not substitute personal contact. **The best campaigns are both high-tech and high touch.**
 - Remember, employees' pledge cards and pledge amounts are personal and confidential.

WHY YOUR LEADERSHIP IS NEEDED

- To create a team spirit and a joint goal of helping others
- To inform & educate employees
- To ensure 100% solicitation



Remember to

- ... personally invite people to participate.
- ... take a positive approach.
- ... answer all questions. When you need help, contact your campaign coordinator or call the ECC Campaign Manager's office.
- ... ask for an increase.
- ... turn in ALL pledge cards, checks and cash promptly to your coordinator.
- ... ask everyone to make a decision, even though the decision to give is always voluntary.

Please don't

- ... forget to respond to anyone who asks you a question. If you accidentally forget, respond as soon as you remember. An answer will still be important.
- ... simply leave someone's pledge card on their desk, or ask for their contributions over the phone, by memo or e-mail.
- ... approach people without notice, when they're obviously busy, or under pressure to make a deadline.
- ... ever pressure anyone to give, but do make a sincere effort to demonstrate the positive impact ECC contributions have on people who need help.
- ... forget to say "Thank You!"

say
ThankYou

Thank everyone — every person you ask. Regardless of whether or not they contribute to the ECC, thank them for their time and consideration.

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