Annual Faculty & Staff Campaign

Investing in
Our Campus

Speaking with your coworkers about the campaign

1) Tell the story.

Use your materials to learn about the goals of the Faculty and Staff Campaign. Then, explain in your own words why it’s important to participate. Consider talking about the particular area(s) you support at UIS. Your credibility and influence will be greatly enhanced if you mention your own commitment.

2) Explain how easy it is to give.

• Remind your colleagues that gifts to UIS can be made in the form of check, credit card, online or payroll deduction. And, in-kind gifts of books, art, etc. count, too.

• Although tax incentives are not the primary motive for making a charitable contribution, they may enable someone to make a larger gift than she or he might otherwise consider.

3) Follow through.

• No matter what your coworker says, say Thank You.

• If you’re asked a question you are unable to answer, just contact a Development Office staff member. ALWAYS follow up with an answer, or have someone else call who is better able to handle their request.

• If an employee has a gift, ask them to deliver it to PAC 591. You don’t need to handle gifts.
Possible Conversation Scenarios

Start a meeting with:
Jim, I wanted to let you know that I’m the volunteer for the UIS Faculty and Staff Campaign this year. I have materials to share with you to help you consider making a gift, and I’m happy to answer any questions you have.

1. If they say they already gave this fiscal year:
Thank you! Employee giving can really make a difference. It would be great if you could encourage others to give, too. You might want to check out this website (give them website card) that shows photos from last year and the ways gifts help. Did you receive a 2013 button yet? Please wear it all through March to show your support.

2. If they say they aren’t sure:
I really appreciate you considering it. We want this campaign to be as successful as possible and ANY dollar amount counts. Here is a card that gives options for making a gift (give them the “YOU are a treasure” card). The website that lists all the possible funds there are at UIS. There are so many ways we can help. Well, thanks, and let me know if you have any questions.

3. If they are not interested:
I appreciate your taking the time to talk with me. If you change your mind later, let me know and I can give you materials.