Ideas for Volunteers: Promoting the Campaign

Ideas for Events/Get-Togethers

☐ Encourage everyone in your area to attend the kickoff event on February 27.
☐ In March: if you have staff meetings, add the Faculty and Staff Campaign to the agenda. Talk about the importance of giving. Focus on a fund that benefits your unit, and have individuals talk about how past gifts have been used.
☐ Host coffee and donuts in the morning.
☐ Plan a pre-Spring Break afternoon snack.

Other ways of promoting the Faculty and Staff Campaign

☐ After the kickoff event, let your coworkers know that you are the Faculty and Staff Campaign representative for your area of campus.
☐ Encourage your coworkers to make gifts in honor or memory of someone, especially if your area has an important retirement this year.
☐ Post other campaign materials on your door, wall, or bulletin board. Update to keep materials “fresh.”
☐ Send email reminders to your coworkers.
☐ Send a letter to your coworkers. The Development Office has a draft letter for you to personalize and send. Or, you can write your own note.
☐ Use your campaign notepad and attach a personal note to a campaign gift card and leave it at a coworker’s desk as a reminder.
☐ Have gift cards, payroll deduction cards, return envelopes, and website cards available in your office. If you need more, just ask the Development Office at 206-6058.
☐ Keep your Campaign Volunteer sign posted where your coworkers can see it.
☐ Highlight a fund(s) that would be of special interest to the person’s department.
☐ Wear your “I Invest in UIS 2013” button!