Ideas for Ambassadors: Promoting the Campaign

Ideas for Events/Get-Togethers

☐ Encourage everyone in your area to attend the kickoff event on March 3, and bring a camera.
☐ In March, after the event: if you have staff meetings, add the Faculty and Staff Campaign to the agenda. Focus on a fund that benefits your unit, and have individuals talk about how past gifts have been used. Talk about the importance of giving.
☐ Host coffee and donuts one morning. Take a group photo and send it to the Office of Development so we can share it on the campaign webpage and on social media.
☐ Plan a pre-Spring Break snack and place giving cards next to the goodies.

Other ways of promoting the Faculty and Staff Campaign

☐ Post your door sign so everyone knows you are their contact.
☐ Provide giving materials – give each person the things he/she wants, not everything.
☐ Have gift cards, payroll deduction cards and return envelopes available in your office. If you need more, just ask the Development Office at 206-6058.
☐ Encourage your colleagues to make gifts in honor or memory of someone, especially if your area has an important retirement this year. Need ideas? Ask the Development Office for a list of funds that help your unit, or to brainstorm what might best resonate with your colleagues.
☐ Think about ways to incorporate the Put Yourself in the Picture theme into your messaging.
☐ Send email reminders to your colleagues.
☐ Send a letter to your colleagues. You can personalized the sample letter provided, 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.
☐ Wear your “I Invest in UIS 2015” button!