Annual Faculty & Staff Campaign

Investing in Our Campus

Speaking with your coworkers about the campaign

1) Tell the story…and YOUR story.
   - First, use your Ambassador materials to learn about the goals of the Faculty and Staff Campaign.
   - When you promote the campaign, explain in your own words why you believe participation is important. Consider talking about the area(s) you personally support at UIS. Your credibility will be greatly enhanced if you mention your own commitment.
   - If you’d like help figuring out which fund(s) to emphasize for people on your list, contact Lisa Whelpley for some one-on-one advice.

2) Explain how easy it is to give.
   - Gifts to UIS can be made in the form of check, credit card, online or payroll deduction. 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 colleague 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.
Annual Faculty & Staff Campaign

Investing in Our Campus

Possible Conversation Scenarios

Start a meeting with:
Bob, I’m an Ambassador for the UIS Faculty and Staff Campaign this year. Here is a card that shows the ways you can support UIS. Let me know if you need a payroll deduction card or a card to make a one-time gift. I’m happy to answer any questions you have.

1. If they say they already gave this fiscal year:
   Thank you! It would be great if you could encourage others to give, too. Did you receive a 2015 button yet? Please display it or wear it all through March to show your support. Be sure to watch Campus Announcements emails this month to see what special activities we’ll have for the Campaign.

2. If they say they aren’t sure:
   I understand. Take some time and think about it. Employee giving is a show of support that can be seen by the community and our students. ANY dollar amount counts. Check out the website where you can see the options for making a gift and all the possible gift funds at UIS. There are so many ways we can help. 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, you can always make a gift online. Or, let me know if you need any giving materials.