

# Invest in UIS

## Annual Faculty & Staff Campaign



### TELLING YOUR COWORKERS ABOUT THE CAMPAIGN

As you approach your colleagues, you are not going “cap in hand” begging for gifts.

Instead, you are offering your colleagues many personal benefits:

- To partner with others at UIS on a powerful force for good—higher education.
- To meet a need that they are uniquely qualified to see.
- To make this even more their own university, which will increase job satisfaction and encourage others.
- To improve our campus and our university in their own preferred way.
- And most of all, to feel the joy that comes with generosity (research says giving activates the same response in the brain as food and sex!).

Think about yourself. How have you experienced these and other benefits through your own giving? Here are two additional things to remember as you approach your colleagues:

- Because you are a volunteer, your appeal has added power. Your colleagues know that you’re committed to student, program and outreach success at UIS. You’re a great advocate.
- You already know your colleagues at least by name and sometimes more personally, and they know you. That’s another advantage.