

# Invest in UIS

## Annual Faculty & Staff Campaign



### POSSIBLE SCENARIOS WHEN YOU APPROACH COLLEAGUES

#### 1. *Your colleague has time to talk.*

##### **Be up front about why you are talking to them.**

“I’m an Ambassador for this year’s Faculty and Staff Campaign here at UIS. I’d like to talk about how you can make a gift, but first I would really like to hear about your experience at UIS.”

##### **Find out what makes them proud to be working at UIS.**

“Has there been a time when you have felt proud to work at UIS?”

Then listen. You’re not making a presentation. You’re having a conversation with someone you know, and what he or she cares about most at UIS is vitally important for you to know.

Your goal is not to tell them anything. Your goal is to have them tell themselves something—what they value about UIS, what they care about, what excites them and makes them proud to be part of the educational endeavor happening around them.

When they hear themselves saying how proud they are or what they care about most, they are much more likely to make a gift.

(Of course, if nothing about working at UIS makes them proud, they are unlikely to make a gift. But you can still listen, and see where the conversation takes you.)

##### **Stress that they can have a special role in whatever interests them through giving.**

This is the time to tell a little bit about your own story—something on campus that you care about and why donating to that cause feels good. The purpose here is to stress that both the cause benefits and you do, too.

Then pass that opportunity on to them. “You can have that same satisfaction by supporting (whatever area of UIS they care about).”

##### **Giving is easy.**

Gifts to UIS can be made in the form of check delivered to PAC 591, online by credit card, or through a payroll deduction. In-kind gifts of books, art, etc. count, too. Have

materials ready that explain these methods. Every gift matters, and every gift makes the donor part of the team accomplishing that important work.

### **Follow through**

If your colleague resists, end that portion of the conversation by saying thank you for the opportunity to talk with them about the campaign. (You can continue the conversation on other topics, of course!)

If you're asked a question you are unable to answer, just contact an Advancement Office staff member. Please follow up with an answer, or have someone else call who is better able to handle your colleague's inquiry.

If colleagues want to make a gift on the spot, ask them to take it to the Office of Advancement, PAC 591. You do not need to handle gifts.

### **2. *Your colleague doesn't have time to talk.***

**Identify yourself:** "I'm an Ambassador for this year's Faculty and Staff Campaign.

**Explain the campaign:** All UIS employees who make a donation to UIS from July 1 to June 30 count as having participated in the campaign.

**Leave materials on how to give:** "Here's a card with some information about giving methods. Let me know if you need a payroll deduction card or a card to make a one-time gift."

**Say "Thank you!"**

### **3. *Your colleague has already given this fiscal year (July 1-June 30).***

**Thank them.**

**Ask them to spread the word.** "It would be great if you could encourage others to give, too."

**Give them a 2019 FASC button.** This identifies them as a donor. "Did you receive a 2018/19 button yet? Please display it or wear it all through March to show your support."

**Special activities:** "Be sure to watch Campus Announcements emails to see what special activities we'll have for the Campaign."

### **4. *If they say they aren't sure, but can't talk about it now.***

"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."

### **5. *If your colleague is 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. Let me know if you ever need any giving materials."