



Ten Hurdles to a Successful Campaign

1. I hate asking for money

- It's simple, if individuals aren't asked, they aren't going to give
- You are asking them to invest in their own community and help provide a better community for all of its members
- Provide them with information
- Share your passion
- Giving is a personal choice, this must be respect and they must be given the choice

2. I don't have a thousand dollars right now

- Break it down per pay period
- Show them the "Power of Donation" document
- Invest in your community

3. This is going to be way too much work for me to do alone

- Ask for help from:
 - Management team and co-workers
 - Loaned Executives
 - Campaign Staff
 - Other Campaign Coordinators

4. What do they do with the money

- Approximately 90% of CFC donations go directly to charities
- Create positive outcomes for people in need
- Use your charity listing for referrals
- Use charity speakers as tools



5. My boss can't be bothered

- Philanthropy is good for business, and creates good morale leading to increased productivity
- Unites the organization

6. You get me a raise; I'll give you money

- Give up one latte a day.

7. I can't coordinate a multi-shift campaign

- Contact your Loaned Executive. The LE's job is to help you and offer support.

8. Another year... another controversy

- Be prepared with facts.

9. I can't possibly live up to last year's campaign

- We live in a wonderful community that understands the need to help. Much has been accomplished, but there is still great need.

10. What part of no don't you understand

- Remember that your job is to give information and share your passion. We are not aiming for 100% participation.

These are some of the tough questions and comments you might hear. The best way to deal with them is to be prepared. Your Manual is full of information you can use to answer these tough questions.