

Group Solicitation

The 15-Minute Package

The sequence of events for group solicitation can be effectively accomplished in about 15 minutes and can be modified to fit the activity and circumstances.

Here's how:

Be Prepared

Make sure the details are taken care of: advanced announcement and publicity; guest speaker confirmed and briefed; video equipment set up and checked; all materials on hand.

Welcome/Coordinator Opening Remarks (2 minutes)

Campaign Coordinator distributes *Giving Guide* and pledge forms to all employees at the beginning. Provide pens to anyone who does not have one. Be personal, sincere and brief. State purpose clearly and simply.

Campaign Endorsement (Agency Head or Commissioner - 2 minutes)

Makes statement of support; relates any personal experience; identifies campaign objective.

Guest Speaker (Agency or Federation representative - 4 minutes)

Employee Testimonial (4 minutes)

Employee from your agency or another state agency shares his/her personal experience with a non-profit agency listed in the *Campaign Guide*.

Campaign Review and Closing (3 minutes)

Coordinator answers questions and provides information about the campaign and where to return pledge cards. Thanks everyone for attending.



Individual Solicitation

Those who do not give in the group solicitation can be followed-up by coordinators for a later, tactful one-on-one attempt. A one-on-one approach can be used for anyone who did not attend the group solicitation. Be considerate of your potential donor when making your approach. Timing is important. Don't interrupt or attempt solicitation at an inconvenient time. Make it a positive approach and a positive appeal. After you are done, simply ask the employee to complete their pledge form. If the answer is "no," don't argue or pressure. Simply thank them for their time and let them know if they change their mind, you'll be available.