

# **11 Simple Steps to Success**

1. Develop Your Campaign Plan
2. Know the Facts
3. Make Your Own Pledge First
4. Get Started Promptly
5. Make Personal Contacts
6. Explain the Benefits – for the employee and the service provider
7. Answer all Questions
8. Ask for the Pledge
9. Say “Thank You”
10. Be Positive – Your role is not to pressure, but rather to inform and provide the opportunity for charitable contributions
11. Evaluate Your Campaign