

# 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