Top Ten Tips for UC the Impact Faculty & Staff Campaign Fundraisers

10. Set a personal goal on your fundraising page by encouraging 100% participation! We also encourage you to set a dollar goal.

9. Add photos to personalize your fundraising page. Or create and upload your own YouTube video about why you give to UC.

8. Sometimes a bit of creativity or extra encouragement from a person in a leadership role will boost participation. Past incentives have included picking up lunch, shaving one’s head, and washing employees’ cars if a participation goal was reached. Some individuals have even offered matching donations.

7. Encourage your co-workers to give at a level that is comfortable for them. Gifts on credit card or by payroll deduction may be split into smaller payments. Gifts of $1 or more will count for participation in the campaign. Gifts of all sizes add up to make a big impact for UC students, research and programs.

6. Encourage donors to give to the fund of their choice. If donors do not already have a preference, you can encourage gifts to your college or department priorities. Remind donors that their donations directly benefit the students, faculty and programs that are at the center of our mission.

5. Tell donors that high rates of faculty and staff investment show others we are dedicated to our mission and that we have a culture of philanthropy at UC. When faculty and staff give to UC, a strong message is sent to alumni, friends, corporations, and foundations that UC employees believe in the UC mission and understand the need for support. When you give, you set an example that others will follow.

4. Follow-up with your colleagues periodically during the campaign. Persistence pays off!

3. Acknowledge your colleagues who make a gift to the campaign with a personal ‘thank you’. Download a thank you note from www.uc.edu/foundation/facultystaff/volunteers.html

2. Ask in person. When you directly express your passion for UC to a co-worker, they are more inclined to get involved.

1. Be enthusiastic and positive about the campaign!

Contact Phillip James at the UC Foundation’s Office of Annual Giving at 556-6295 or phillip.james@uc.edu with questions or to get additional fundraising tips and ideas. Visit uc.edu/foundation/facultystaff/volunteers to access a toolkit for success.