



# 10 HURDLES to a SUCCESSFUL CAMPAIGN

## See a need. Get involved. Change a life.

These are some of the tough questions and comments you might hear. The best way to deal with them is to be prepared. Don't ever hesitate to call your PCFO 406-252-3839, ext. 14... any question is welcome!

### 1. I hate asking for money.

The number one reason that people don't give is they are not asked.

- You are asking them to invest in their community/nation and help provide a strengthened Community Safety for all of us.
- Give information.
- Share passion.
- Giving is a personal choice--respect that and give them the choice.

### 2. I don't have a thousand bucks right now.

- Break it down per pay period.
- Invest in your community.

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

- Ask for **help from:**
- Management team and co-workers.
- LFCC Member or PCFO
- Other Campaign Coordinators.
- Charity Representatives.

### 4. What do they do with all the money?

- Create positive outcomes for people in need.
- Use your Agency list for referrals.
- Use your charity speakers and tools.

### 5. My boss can't be bothered.

- **Philanthropy is good for business, and**

**good for the spirit, thus leading to increased productivity.**

- Unites the organization.

### 6. You get me a raise: I'll give you some money.

- Give **up** one **latte a day.**

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

- **Contact** your Director and get help.

### 8. Another year.. .another controversy.

- **Be prepared with the facts**
- **Direct designation is an option** as well as **negative** designation.

### 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.