



# 20 BASIC CAMPAIGN CHALLENGES TO AVOID

1. Starting too late
2. No timetable to check against
3. Insufficient number of workers
4. Insufficient leadership support
5. Lack of a campaign plan
6. Lack of enthusiasm
7. Lack of campaign publicity
8. Goal setting not optimistic
9. Failure to take advantage of CFF material
10. Lack of organized labor support
11. Insufficient promotion of giving at leadership level: **EAGLE CLUB GIVING**
12. Lack of fun events and competition
13. Reliance on "inbox" solicitation
14. Not enough emphasis on deduction
15. Not making 100% employee contact
16. Lack of training for key volunteers
17. Defeatist's attitude
18. Prolonged campaign
19. Inability to "ask".
20. Failure to say "Thank You."