

# Advice for successful canvassing!



Thank you for taking on the role of campaign ambassador. Engaged campaign ambassadors are critical to the success of GCWCC fundraising efforts. You have the power to inspire generosity. More than 80% of donations are the result of the work of ambassadors like you.

**Plan your strategy:** Take ownership of the campaign's key messages, set a simple and achievable goal and set aside time to meet with your colleagues.

**Share your experience:** By sharing the reason you give, you inspire your peers. Use the I Give Because posters to initiate the conversation with your colleagues.

**Show the impact of donations:** Try to understand what motivates the person you're speaking with to give and adapt your approach accordingly. Try to share impact stories and statements based on what they might care about. Highlight how their donation can make a difference. All these tools are available for download at [canada.ca/charitable-campaign](http://canada.ca/charitable-campaign).

**Be a good listener:** Take the time to reassure the person you are talking to. Check out the FAQ on the campaign official website for answers to the most frequently asked questions.

**Show respect :** Show understanding and be tactful when someone makes an objection. Seek to understand — some people need more time. Make them aware of what GCWCC does, little by little, without pressure. If they don't give this year, they may give next year.

**Encourage all donations:** Any amount can make a difference.

## Some helpful ideas



**Schedule a virtual conference with representatives from the campaign named recipient charities.**



**Show a video highlighting the impact of donations**



**Find time to connect one-on-one with your colleagues**



**Share impact stories and inspiring quotes**

Visit [gcwcc.org](http://gcwcc.org) to find information and material to help with your campaign storytelling

*Click here!*

I care  
I give  
It matters



Government of Canada Workplace Charitable Campaign  
Campagne de charité en milieu de travail du gouvernement du Canada