

CANADA.CA/CHARITABLE-CAMPAIGN

CHECKLIST FOR SUCCESSFUL CANVASSING!

HOW TO SUCCEED AT CANVASSING?

Are you a campaign ambassador this year?

Thank you for taking on this role.

There is nothing more valuable than the work of a campaign ambassador. Remember that you have the power to inspire generosity.

More than 80% of donations are the result of the work of ambassadors like you.

Give it your best shot!

TIPS AND TRICKS

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 why you give, you inspire your peers. Use the *I Give Because* posters to initiate the conversation with your interlocutor.

Show the impact of donations: Adapt yourself to the person you are speaking to, understand what motivates them to give. Highlight the impact of donations. Share impact statements and story posters and use them according to everyone's sensitivities. All these tools are available for download at 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. Don't judge—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 small donations: Any amount can make a difference.

SOME IDEAS TO BRING YOUR CAMPAIGN TO LIFE:

- **Plan a virtual conference** with a charity speaker
- **Show a video** highlighting the impact of donations
- **Communicate story posters** to your team
- **Share inspiring quotes**

I care I give It matters

United Way Centraide

HEALTHPARTNERS PARTENAIRESANTÉ