

HOW TO BE A SUCCESSFUL VOLUNTEER AMBASSADOR!



- Be confident, have fun!
- Understand the campaign
- Talk to your fellow colleagues
- Take time to listen and answer questions
- Know how to interact with four types of donors:

	<p>The Happy Donor says, “Sign me up! I want to be a part of the UCF Faculty and Staff Campaign and I am ready to make my gift!”</p> <ul style="list-style-type: none"> • Respond with a positive THANK YOU. • Assist them identifying the fund(s) she/he wishes to support. • Direct the donor to the online giving forms (payroll and credit card) or to the GiveCampus page on UCF Day of Giving.
	<p>The Reluctant or Uncertain Donor says, “I’m not sure I can afford to give, or I don’t know what I can or should give to.”</p> <ul style="list-style-type: none"> • Explain that no gift is too small and share some examples of how small gifts make a big impact. Example: <ul style="list-style-type: none"> ○ <i>Suggest that she/he could start by giving the cost of a cup of coffee. One cup a week adds up to about \$100 annually or \$25 monthly using payroll deduction.</i> • Help identify a fund to support. Ask what is important to the donor or what interests them. Help to find a fund that fulfills that interest/passion. • If they need time to think about it, thank them and let them know you’ll follow up with them. After a few days follow up to see if they have questions. • If they’ve decided to participate, help them complete the online giving form. If not, thank them for their consideration and let them know they can give at any time in the future if they so choose.
	<p>The Confused Donor says, “I don’t understand what the Faculty and Staff Campaign is about.”</p> <ul style="list-style-type: none"> • Explain what the campaign is and why it is important. Examples: <ul style="list-style-type: none"> ○ <i>The Faculty and Staff Campaign is about all of us coming together to make a lasting impact on the areas that are the most important to us - from academic and athletic to scholarships and student support funds.</i> ○ <i>It’s about giving something back to our UCF community, finding something that speaks to you and supporting that passion.</i> ○ <i>Every dollar makes a difference. Every donor is essential.</i> ○ <i>All gifts big and small make a huge impact for UCF.</i> ○ <i>When development officers go out to ask potential donors to support the university, it makes a great impact to be able to say our faculty and staff support it too.</i> • If the gift is forthcoming, thank the donor and help assist with the online forms should they need assistance. • If confusion persists, say “thank you” and ask if you can come back to follow up with them later after they consider their options.
	<p>The Angry Donor says, “I don’t believe in the campaign” or “I am underpaid and taken advantage of by the university! Leave me alone!!”</p> <ul style="list-style-type: none"> • Respond with a positive “thank you.” • Engage the donor further only if she/he is willing to discuss the campaign. • Use this opportunity to share and educate on why the campaign is important, but remember, it is not mandatory for anyone to participate. • Share why you support the campaign. Share that there are many options of funds to give to and that maybe you can help the donor identify something that means something to them. • If they do not wish to discuss or listen, simply thank them for their time and for the work they do to support the university. • And most of all, remember to smile. Don’t take it personally!