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Sheridan Coliseum: Brochure, Suggestions for volunteer committeemen

Fort Hays State University

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SUGGESTIONS

FOR VOLUNTEER COMMITTEEMEN

IN FUND RAISING,

THERE IS A 'RIGHT' WAY TO ASK.

This folder will help you find
a successful approach.

Fort Hays State University
\$2,000,000 Sheridan Coliseum Campaign

1984 - 1985

YOU are a very important person in this Campaign. YOU will demonstrate to others the advantage of supporting the Fort Hays State University/Sheridan Coliseum Campaign. YOU will ask for gifts. Experience has proven that the most successful way to raise money is for one person to ask another person. It is the single most important and necessary activity in the campaign. This booklet will help make your presentation knowledgeable and persuasive.

1. KNOW THE CAMPAIGN. Learn all you can about the University and the Coliseum. Call the Campaign Office if you need information or materials. (628-5356)

2. MAKE YOUR OWN PLEDGE FIRST. Show that you believe in what you will be asking others to do.

3. GIVE YOUR PROSPECTS PRELIMINARY INFORMATION. Be sure they have a basic understanding of the campaign before you talk at length about financial support.

4. MAKE AN APPOINTMENT to visit your prospects personally and privately when they can give you sufficient attention. If possible, bring another volunteer who is familiar with the campaign with you. THERE IS NO SUBSTITUTE for FACE TO FACE CONTACT. You are urged NOT to write letters or use the telephone to ask for a gift. The donor's full interest is not obtained in this manner.

5. AIM HIGH. After your prospects have been briefed on the campaign and given some indication of willingness to give, do not hesitate to ask for as large a gift as you think can be secured. Few people will be offended by too generous an appraisal of their worth. You should make it clear, however, that the final decision is theirs.

6. FOLLOW-UP. An effective follow-up is the secret of success. Two or three calls are frequently required. Do not be discouraged if follow-up calls are necessary. Substantial gifts merit this kind of attention!

7. DO NOT LEAVE THE PLEDGE CARD. If the prospect needs time to think it over, make an appointment to come back later with the pledge card.

REMEMBER THESE POINTS

PLEDGE PLAN. Stress the pledge plan which offers several ways to make a gift. Only in this way will many prospects be able to give a substantial amount. A pledge may be spread out over 3 to 5 years. Be sure the pledge card is filled out correctly and SIGNED. A written pledge enables the Coliseum to plan its activities according to the support received, or it can use the pledges as collateral.

PLEDGE CARD. Remove the "Confidential" tab BEFORE seeing the prospect. Do not bring out the card until the donor is ready to sign. Do not leave the pledge card to be sent in - arrange to make a return call.

RECEIPTS. Receipting is done automatically by the Campaign Office. All gifts are acknowledged by the appropriate campaign leaders.

CASH OR NEGOTIABLES. These should be forwarded directly to the Sheridan Coliseum Campaign Office.

GIFT RECORDS. All records are retained by the Campaign Office. This information is kept confidential unless the donor requests or authorizes publication. Accounts are maintained by the Campaign Office and periodic financial reports are issued for the information of the Executive Committee of the Campaign and the Board of Trustees of the University.

REPORT MEETINGS. No campaign can succeed without effective, responsible reporting on activities undertaken. You are urged to honor your Chairman's request for regular reporting so that progress can be charted and the successful attainment of our goal insured.

Review and Report Meetings of the various Divisions are scheduled regularly by the Chairmen. All Captains and Workers are obliged to give personal, written, or telephoned progress reports at these meetings. Assistance, advice, or materials are also available at the meetings.

CAMPAIGN OFFICE. For further assistance or materials, please contact Bill Doyle, at the Campaign Office, 173 Stroup Hall, FHSU, phone # 628-5356.