Our future.
Powered by you.

When you ask for a contribution to the Federation annual campaign, you are not just raising money. You are raising Jews. You are giving Jewish people access to a powerful, dynamic community, with rich ancient traditions and an extraordinary, inspirational history.

You are giving people the opportunity to do Mitzvot – good deeds that help repair the world.

Here are some quick tips...

6

THE BACKGROUND

- Gather information on your prospect from your Federation professional, a past canvasser, a mutual friend.
- Read the pledge card.
- Bring informational materials to the canvass.
- Know the product, the needs and the services we provide.
- Decide on the appropriate ask amount.

5

THE CALL

- Don't let the cards gather dust – turn them into donors. Try to complete your cards by October 15th, when the CJA moratorium ends.
- Call or email to set a date.
- Ask the prospect to suggest a convenient and comfortable location.
- If you cannot get an appointment for a face-to-face meeting, then set up a time for a 15-20 minute phone meeting.
- This is not the time to ask for the pledge.

4

THE CONVERSATION

- Relax and remember that you are both there to have a Jewish conversation.
- Prepare a great opening question. How did you first get involved with the Jewish community? Why did you make your first gift?
- Listen to the prospect's story, paying attention to motivations, concerns, special interests.
- Share your own story.
- Provide information on current Federation activities, local and overseas, that parallel their interests.

3

THE ASK

- Remember that you are offering the donor an opportunity to perform a mitzvah.
- The #1 reason people don't give to the Federation is because they were not asked.
- Ask the prospect to consider a gift in a specific amount – either a dollar amount or a percentage increase, and suggest a three year target, with annual increments to get there.
- Consider saying the following:

"Please consider raising your gift by 10%" or "Would you join me in supporting our Jewish community locally, in Israel and around the world" or "Would you like to invest in success?"

- Be quiet after the ask – let the prospect respond.

Canvasser Tips16.indd 1 2016-08-11 2:20 PM

2

THE OBJECTIONS

- React positively. Tackle the objection, not the prospect. Treat each donor with respect.
- Be honest; if you don't have an answer, say so and get back to the donor with the answer as soon as possible.
- After answering and turning around any objections, restate the considered amount.
- Again, wait. Good canvassers often ask three times.

1

THE CLOSE

- Thank the donor on behalf of the community, whatever the outcome.
- Confirm contact information and the total pledge, noting whether it is a one year or three year commitment.
- Go over the options: pledges can be paid in one lump sum or over the year.
- Suggest other ways the donor can get involved.
- Follow up with a short, handwritten note or email, and keep in touch with news about shared Jewish interests.
- Record what you have learned; submit your cards and identify those with leadership and other potential.

THE NEEDS

You know that your own gift to Federation makes a difference. Now you have the opportunity to ask others to join you in supporting our local community. Here are some ways your donation *powers our future*:

- $18 Subsidized taxi vouchers for seniors attending programs at the Rady JCC
- $36 12 Kosher Meals on Wheels subsidized through Gwen Secter Creative Living Centre
- $50 PJ Library subscription for one child per year
- $54 Attendance at a community seder for 1 resident of Shalom Residences
- $100 2 bags of groceries from JCFS's food cupboard
- $365 Judaic programming for 1 child for 1 year at Aleph-Bet's daycare
- $1,000 Scholarship for 1 March of the Living participant
- $1,500 Summer camp subvention for 1 camper at BB Camp or Camp Massad
- $2,000 Tuition subvention at Gray Academy

THE NEEDS

Let them know that in addition to the services their gift supports in their local community, they are also helping to provide...

- $20 A communal dinner for ten elderly people in the Former Soviet Union
- $90 A month of meals for a child in Lithuania
- $150 Post-Taglit-Birthright Israel seminar
- $200 A personal alarm system for a severely disabled person in Israel
- $360 Subvention for 1 Israeli for a P2G visit to Winnipeg
- $500 Israel advocacy workshop for Hillel Winnipeg students
- $1,000 A grant to help a small business in Israel's North get back on its feet
- $1,800 Subvention for 6 Winnipeggers to attend a YAD leadership conference
- $3,000 A young parent workshop that helps 15 Ethiopian-Israeli families take responsibility for their children's education

6

Six Easy Steps to Make the Ask

Countdown to a Successful Canvass

Jewish Federation OF WINNIPEG | Combined Jewish Appeal

Canvasser Tips16.indd 2 2016-08-11 2:20 PM