

The importance of the 100% ask

The number one reason why people don't give is because they were not asked.

While asking people to give through an initial e-mail or letter is a great start, it does not make people feel like they were personally asked to make a difference in their community. Your campaign team should be made up of enough people that each of you can ask all of your co-workers to pledge. When you do a one-on-one ask with every employee in your workplace, you will be sure to see the results.

Leadership Giving is as easy as \$1.37 per day which equates to one less soda or bag of chips or latte. That \$1.37 per day adds up and so will the services available to those in need.

Leadership Givers are recognized at the following levels:

Community Builder	\$500-\$999	=	\$9.62 to \$19.22 Weekly
Red Feather	\$1,000 to \$1,999	=	\$19.23 to \$38.44 Weekly
Bronze Feather	\$2,000 to \$3,499	=	\$38.46 to \$67.29 Weekly
Silver Feather	\$3,500 to \$4,999	=	\$67.30 to \$96.13 Weekly
Gold Feather	\$5,000 to \$9,999	=	\$96.15 to \$192.29 Weekly
Alexis de Tocqueville	\$10,000 +	=	\$192.30 + Week