

5 steps for a more successful canvas

Canvassing is about building relationships. Here are some easy steps to help bring meaning to your canvasses and to help maximize their impact.

1. SHOW YOUR APPRECIATION

- A “thank you” is the best way to start a conversation.
- Be sincere and clear – thank them for meeting with you, thank them for their time and thank them for their gift.
- End with a “thank you” – every donor should feel our gratitude!

2. FIND THE DONOR’S PASSION

- Canvassing is about making a connection so that you can build a relationship with each donor.
- Start by knowing what motivates you – think about your own story: How did you first get involved? Why is it important to you?
- Know how to share your story – look for the right moments and opportunities, and remember, it is ultimately about helping the donor find their passion and share it with you.

3. KNOW BEFORE YOU GO

- Make your own gift first – you are leading by example.
- Do your homework: review the donor’s pledge card so you know their history; read over the Canvasser guide and Hamilton Jewish Federation materials; ask an experienced canvasser, team captain or staff member for advice – they are happy to help.
- Review the target gift and become comfortable with the suggested ask.

4. LEARN TO LISTEN ... LISTEN TO LEARN

- The best canvassers do more listening and less talking.
- Listening lets you find out what the donor is passionate about.
- Use active listening – ask follow-up questions
- Avoid yes/no questions (tell me about..., how...)

5. GETTING THE PLEDGE ... GETTING THE INCREASE

- Explain this year’s L’CHAYIM CAMPAIGN that calls on donor to IMPACT Jewish life in Hamilton
- Explain our needs and where the money is going.
- Thank the donor on behalf of the community, whatever the outcome.

Case for increased gifts

- The growing numbers of families and newcomers who are seeking financial aid and resettlement help
- The rising cost of Jewish education
- The growing number of children with special needs in our Jewish schools
- An increase in at-risk seniors and adults with special needs who need assistance
- To combat BDS and anti-Semitic activities on campus