CommunityWorks

Friends Kit 2011-2012

- Sample Friends Letter
- What is the Friends Campaign
- Q & A's about Community Works
- Flyer
- Community Works Brochure

Become Part of the Friends Campaign!

September 10, 2010

Dear Recent Community Works Donor:

I am writing to ask you to be a part of the Community Works Friends Campaign. As you know, workplace-giving solicitations will begin in September and October and we need for your co-workers to know about the choices that they have when choosing where to donate their money.

This year, in addition to the Albany County, Albany City School District, Albany Housing Authority, College of St. Rose, Schenectady Municipal Housing Authority, CDTA workplace giving campaigns, Combined Municipal Campaign –NYC, City University of NY, and the State Employees Federated Appeal throughout the state. If you have a friend or colleague employed by any of these employers, we would appreciate you passing this information along to them.

As part of our Friends Campaign, your role will be to help Community Works by distributing literature and talking to your friends in your workplace throughout September and October. Let your co-workers and friends know that they have a choice, and about the good work being done in the community by the member organizations of Community Works.

Enclosed is an information packet that will help you to speak to co-workers and friends about Community Works. If you would like to be part of the Friends Campaign this fall, please complete and return the enclosed sign-up sheet.

Thank you for your help with the campaigns. If you have any questions or concerns, please feel free to call us.

Sincerely,

Joanne Macklin
Executive Director

CommunityWorks
Friends Campaign

This is how it works:

Your role is to be a messenger—to provide information to your friends and colleagues who may have an interest in the work done by our agencies and in the alternative workplace giving movement and ask them to consider giving to Community Works.

Because of restrictions in workplace solicitation, Community Works cannot go into any workplace and solicit pledges. However, one on one discussions between employees is acceptable.

As a friend of Community Works, what do I do?

Distribute our brochures in your office in places where they will be seen or picked up. The best place is to leave them on employees' desks or in mailboxes early in the morning or late in the day. You may want to include a note or your business card to let them know who left the brochure for them.

Identify and contact five to ten of your friends or colleagues who might be interested. Speak directly to them and ask them if they could consider designating Community Works for their workplace contribution. Tell them why you support Community Works or why you support the work of a particular member organization.

These discussions can happen during lunch or breaks, but cannot take place during work hours. Targeted individuals can ask their colleagues to take a coffee break, go to lunch or give them a call at home – whatever works best.

Study the brochure and information about Community Works and alternative funds so that you can answer questions from your co-workers.

Completion of contacts and distribution of information should be completed by October 31st.

Anyone who wants further information can call Community Works at 1-800-808-2225.

Community Works of New York State, Inc.

Friends Sign-up Sheet

Yes, I would like to volunteer for the Friends Campaign for the fall of 2011.

Name: _____

Address: _____

_____

City/State/Zip: _____

Phone: ( ) _____

Employer: _____

I plan to distribute brochures and speak personally to _____ co-workers/friends.

Please complete and return to:

Community Works of New York State,Inc.
PO Box 411 Voorheesville, NY 12186
518-765-2005
Email: cwnys@hotmail.com
Website: www.communityworksnys.org