

Things to Consider before Embarking on a Peer-to-Peer Effort

- Adequate support/materials for effort
- Legal concerns – make sure your peer solicitors know the letter of the law (or at least know when to ask if they don't know)
- Data crunching can be time consuming – come up with a plan to provide accurate and timely updates to your peer solicitors
- Benefits should be consistent by location
- Make it easy to join

What to do:

1. Schedule campaign / build timeline

Sample Ambassador Program

- Identify peer ambassadors engaging directly with each other to share the importance and impact of company's PAC.
- Identify eligible employees to target.
- Require attendance at Ambassador training session in-person or via phone.
- Four-week fundraising pilot program with ambassador solicitations.
- Schedule at least one meeting to educate and solicit your peer group.
- Send follow-up emails to (and /or call) your peer group.
- Ask leaders of groups you are soliciting to participate in the session and help coordinate bringing group together.

2. Get senior leader support

3. Set goals / identify areas of opportunity (crunch numbers)

4. Material preparation – toolkit for peer solicitors

Ambassador Materials

- Sample emails
- Sample call scripts
- Sample thank you notes
- Target employee list
- Education and solicitation powerpoint deck
- FAQ's
- Legal guidelines

5. Know your audience
6. Communication with peer solicitors
 - Weekly conference call
 - Updated numbers on new PAC members and eligibles
 - Opportunity for Ambassadors to ask questions & share weekly feedback
7. Identify motivators – prize drawings, members only event
 - First Ambassador to reach new member goal
 - Ambassador with highest percent participation within divisions
 - Ambassador team with highest increase percent participation
8. Build the ‘right’ team
9. Adequate resources / manpower
10. Lessons learned

Competition drives higher participation – set up competition by department, solicitor, etc.