

Problem

Pikes Peak United Way

Competition among non-profits for fundraising dollars is fierce and ever escalating. Considering the high stakes, Pikes Peak United Way wanted to ensure their representatives would be confident when approaching potential benefactors to increase their charitable contributions.



The presenters were exceptional and made a potentially boring subject fun and entertaining while not losing sight of how important the information is. We will recommend this program to others at every opportunity.

- Dana Ware
Pikes Peak United Way

Solution

ESP's trainers quickly engaged the audience and captured their attention throughout a one-day seminar including: *First Impressions, Business Dress, Communication Skills, Business of Courtesy and Dining Etiquette*. Utilizing thought-provoking statistics, humor, interactive exercises and stories, the training demonstrated the significant role social skills play in the process of influencing people's decision. ESP's goal was to convince *Pikes Peak United Way's* staff that their interactions with donors will directly reflect how individuals respond – positive or negative – to their charity.

Result

ESP's training turned out to be a blessing-in-disguise. The staff gained a better understanding of the details that mean *everything* to the success of their organization. For the *Pikes Peak United Way*, increasing their awareness of courtesy has a ripple effect that begins with individuals and flows from the organization into the community that supports them. This awareness positioned *Pikes Peak United Way* to achieve their fundraising goals.



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