

NON-PROFIT ORGANIZATIONS

ESP®

Pikes Peak United Way

Problem

Pikes Peak United Way had a problem. 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.



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 decisions. ESP®'s goal was to convince *Pikes Peak United Way's* staff that their interactions with donors will directly influence how individuals respond – positively or negatively - to their charity.

Executive Social Presentation
The Business of Courtesy

Results

ESP®'s training turned out to be a blessing in disguise. The staff gained a better understanding of the details that contribute to the success of their organization. For *Pikes Peak United Way*, increasing their awareness of courtesy has had 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.

Quotes

"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

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