

# Your Guide to Making the Ask

**Thank you for joining the United Way team at your organization.** As a United Way team member, your job is vital to the success of this year's campaign. Through your eyes, your fellow employees will see the value of the many agencies United Way funds, as well as the people who receive help. This Guide will help you succeed in your company campaign. **Remember, every person and every pledge counts.**

Even though you provide people with all the information they need to make an informed decision about supporting United Way, it's important to actually ask them to give. Here are some suggestions for making the "ask."

## Getting Started

Many people have difficulty getting started with solicitation because they are uncomfortable asking for donations. This is natural. **Remember, you are not asking for donations for yourself, but for a cause which benefits others every day.** United Way agencies work year round providing needed solutions to problems of homelessness, substance abuse, crime prevention, hunger, education and health issues. When you ask a fellow employee to make a United Way pledge, both of you are helping make our community a better place to live and work.

### **Before you ask:**

- Learn all you can about United Way and the impact of its partner agencies. **Review all materials and become familiar with our website ([www.uwsummit.org](http://www.uwsummit.org))** so that you can make a powerful statement and be prepared to answer questions.
- Develop a case for supporting the community. Identify reasons to support the community through United Way. Personal stories are best. United Way's Marketing Department can provide success stories; call Michael Gaffney at 330-643-5532. **If you do not receive our e-newsletter call Barb Stewart at 330-643-5533.**
- Make sure you have made your personal giving decision so when you talk to others, you can ask them to join you in supporting United Way.

### Make the ask

**Make personal contact.** People give to people. Set up a face-to-face meeting to ask for a pledge. Don't leave the pledge forms on desks. Surveys tell us the number one reason people do not make a contribution is because **they were never asked!** When you start, call the people you know best. This will build your pattern of success.

Identify the donor's interests in the community. Find out if he or she volunteers for any charitable organizations in the area, or has in the past. Discuss your own portfolio of giving (time, money, other means of support) and listen for signals that the donor identifies with those activities. Connect the United Way impact to those interests when you ask for contributions.

## Handling Objections

Listen to the objection. Strive to see the objection from the other person's point of view, not your own, even if you feel that point of view is misinformed.

Remember that questions and objections are not personal.

Ask questions to clarify concerns.

Answer all objections. Refer to Frequently Asked Questions on this CD, for answers to some common questions that employees ask. Be familiar with the website ([www.uwsummit.org](http://www.uwsummit.org)), because most answers are there. If you cannot find the answer to a question or adequately respond to an objection, contact your United Way representative for help.

Be sure that you respond to all objections and answer all questions, even if you have to get back to the person.

Encourage discussion. Every discussion is an opportunity to promote the message that giving to United Way improves the community for all of us by helping kids stay in school, helping families become self-sufficient, helping disabled residents lead independent lives, helping our neighborhoods stay safe, and helping seniors stay active as important members of our society.

