

# How to ask for a contribution

GIVE. ADVOCATE. VOLUNTEER.  
**LIVE UNITED** 

## 1. Set the Stage

- Know your own feelings about the United Way
- Choose the best time and place to talk to the prospective donor.
- Make your own gift
- Ask those who are likely to be supportive first (previous donors)
- Give everyone a card and ask that each individual to return it to you or a designated person.
- Prepare and know your United Way materials.

**MAKE A  
DIFFERENCE.  
TOGETHER  
We Go Far**

## 2. Paint a Word Picture

- Share general information about how United Way benefits the community
- Tour a United Way agency and share your impressions with others
- Use the brochure to talk about specific services, agencies, or causes.
- Tell people why you support the United Way of Clinton County

All money remains in Clinton County

One in three citizens are touched by United Way and its agencies annually

## 3. Give an Ear

- Ask questions related to how they feel about giving (in general, to the community, to the United Way).
- If the response is unsure or critical, let them know this is a normal reaction, let them know that you understand their concerns.
- If the response is positive: proceed to #5.

## 4. Handle with Care

- Handle objections by getting the person to talk more. Repeat their question. Ask why they feel that way. Offer positive responses.

United Way is most cost-effective giving

Accountability is impeccable

Volunteers “run” the campaign and decide on agency funding

Administrative costs are low because it is driven by local volunteers

## 5. Ask for a Pledge

- “I am asking for your help in providing funds so that 30 programs can deliver services to Clinton County citizens for a full year. Can we count on you for \$5.00 per week/paycheck? United Way can bill you or you can have it deduced right from your paycheck (if applicable).”
- Once they make their pledge and fill out a pledge card: Thank Them!

**United  
Way**   
United Way  
of Clinton County, Iowa