How To Ask for A Contribution

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.

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 over 20 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 deducted right from your paycheck (if applicable).”
   - Once they make their pledge and fill out a pledge card: Thank Them!