

# MAKING THE ASK



## GROUP DONATION ASKS

- Send letter to all employees stating purpose of meeting five days before event.
- Distribute pledge cards at opening of the meeting.
- Campaign coordinator presents opening remarks.
- Agency department head/management addresses the group.
- Introduce the storyteller or co-worker who has benefited from the services of a United Way of the Midlands program or certified partner agency.
- Show a campaign film.
- Campaign coordinator asks for payroll deduction pledge.
- Volunteers collect pledges at the end of the meeting. Follow-up on absentees.

## ONE-TO-ONE DONATION ASKS

- Choose solicitors wisely.
- Train the solicitors with the help of United Way of the Midlands staff.
- Send agency department heads/management endorsement letter to all employees.
- Make volunteer assignments.
- Distribute personalized pledge forms.
- Direct solicitors to make calls.
- Follow-up on absentees and part-time employees.

United Way of the Midlands is donors, partners and volunteers discovering and responding to the crucial needs of our community—then finding resources to address those needs and following up to make sure the work gets done.

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## Make your introduction and opening comments

Within step one you should:

- Make a positive, friendly introduction
- Develop rapport
- Check awareness of United Way of the Midlands process and impact
- Explain why you support the drive

## Explain giving options and affinity groups

Everyone's gift is important. First discuss giving options:

- 1) payroll deduction
- 2) check or cash
- 3) credit card
- 4) bill direct

You can recommend that they contribute at the guideline level of one percent of their income. However, some may strongly feel that this is too much for them to donate. Second, promote payroll deduction. It's easy and your contribution works throughout the year. Third, discuss Affinity Groups and Leadership Giving.

## Ask for the contribution

You have made a good introduction, you have identified United Way's impact on local community problems and how they can give. You are now ready to go on to step three and ask the person to contribute or make a pledge.

If the person agrees to complete the pledge form, you can go directly to step six and thank them. However, in most cases the people you call on won't be ready to pledge immediately. Prior to making a final decision, they may have some questions.

## Answer questions and other opportunities to help

Knowing the response to most frequently asked questions is an important part of your job as an Employee Campaign Director. Answering questions gives you the opportunity to tell your fellow employees more about United Way of the Midlands. People will be more generous when the questions they have are answered by you and when they understand the need behind your request for their pledge.

## Ask for the pledge

Once you have answered the person's questions, you are ready to ask for their pledge. When the person has completed the pledge form and signed it, you have one more step.

## Say thank you

Thank the person for his/her time and donation. Assure them that their contribution will be used to help people in need. Remind them that the United Way of the Midlands is also here for them should the need arise.