

Making “The Ask”

Believe it or not, the #1 reason people don't give to United Way is because **no one ever personally asks them**. Follow the guidelines below for best practices when asking for contributions.

Be Respectful.

Respect the fact that people are frequently skeptical. People need to know where their money will be spent.

Begin your conversation by asking if they have any questions about United Way.

Stress and practice confidentiality with pledge forms returned to Payroll Department or Human Resources.

People will resent being bothered when they are busy with something else.

Make your ask at a convenient time for your colleague.

Respect if a colleague declines to contribute, but **offer more information** if they have concerns about United Way.



Engage Employees.



Personally distribute pledge forms and brochures. Avoid handing out Campaign materials with payroll checks.

Practice peer to peer solicitation rather than supervisor to employee asks.

Always distribute pledge card with accompanying information.

Educate employees with the video, campaign brochure, speaker, newsletter, etc.

Create a fun, morale-building campaign such as group activities and special events that promote healthy competition.

Collect 100% of distributed pledge forms (even if a zero gift).
Provide incentives for turning in pledge form (even if zero gift).



PARTNER PROGRAM: Home Delivered Meals

Three years ago, we took away my mother's car keys and vehicle. It wasn't an easy decision, especially since she's living alone.

She needed a little extra help, so we signed her up for Home Delivered Meals, a United Way funded program. At first she didn't want to admit she needed the help. But the volunteers who delivered the meal were so kind and the coordinator helped her understand the benefits.

Now, she's approaching her 100th birthday, is happy and healthy. She shares with everyone that it's probably the good meals she receives every day of the week for three years that have contributed to her continued good health.

Thank you for volunteering for community programs and giving to United Way. Your generosity made it possible for mom and many others to receive help every day.