

# 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 guidelines below for best practices when asking for contributions.

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.



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

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.



And, create a fun, morale-building Campaign. Group activities and special events that promote healthy competition.

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



Engage employees: help educate with the video, campaign brochure, speaker, newsletter, etc. Do not distribute pledge card with no accompanying information.



**And, always remember to say Thank You!**