

2.5 Making the Ask – Talking Points

People give to Head of the Lakes United Way because they believe in what we do. Your knowledge, enthusiasm and commitment to supporting United Way are key to encouraging employee pledges. Sincerely communicating your commitment to supporting the community through United Way really does make a difference.

Having one-on-one conversation is the most effective way to ask. Prepare yourself by reading up on United Way's mission, vision and impact in the community. Demonstrate your commitment and enthusiasm for United Way. Your coworkers will recognize your passion and be more likely to donate.

Five Steps to a Successful Ask

There are more successful ways to ask than merely leaving a pledge form in employees' mailboxes. Here are some personal, engaging steps to take when asking for employee pledges.

1. Get the donor's undivided attention.

Try to catch the donor on a break, at a staff meeting or at an organized staff event and ask him or her to consider participating in the campaign.

2. Explain the purpose of United Way and why you support our mission.

Bring United Way materials and be prepared to explain them. Share a personal story and/or provide United Way facts and statistics.

3. Ask.

Explain why you donate and ask if they would consider making a contribution or increasing their pledge. Donations of any size benefit the community. Consider suggesting a donation of a specific amount per pay period.

4. Address concerns and questions.

Know your materials, answer questions honestly—never guess. If you don't know the answer to a question, let the donor know you will find out and then follow up with your United Way staff representative. Recognize that some donors have real concerns; people have a right to feel good about their gift. If any of your colleagues would like to contact United Way staff directly with questions, encourage them to do so. Your representative is here to help.

5. Say thank you.