

WHERE THE MONEY GOES

3.2 Managing Objections and General FAQ

Some of your coworkers may have objections to donating to United Way. Listen to what is being said. Listening promotes openness and acceptance. Objections are not personal. Often, just talking to a person about why giving is important and finding out what that person's personal priorities are can ease the process.

- **Do Not Argue** if you receive objections from someone you are soliciting.
- **Answer Objections with Facts: Say Thank You.** Regardless of the prospect's response, always leave with a smile and a thank you.
- **Remember to Think Long-Term:** Every question provides an opportunity to communicate how United Way is building a stronger community for everyone in the region. You may not get the person to pledge this year, but you are planting the seeds for the future.
- **Consider inviting them to participate in other HLUW activities.** By volunteering or attending events, people are more likely to make a donation to the organization.

Talking Through Common Objections and Questions:

How does United Way invest my gift?

Every two years, more than 60 trained volunteers work with our staff to carefully review the management and effectiveness of the programs we partner with and use this information to determine funding levels. This information is focused on results. The four key factors in these results include:

- Program accountability
- Demonstrated lasting change in people's lives
- Efficiently and effectively run programs
- Programs that are responsive to changing community needs

How does United Way establish its focus on community issues?

United Way continually assesses and evaluates the changing needs of our communities. Local volunteers utilize feedback from focus groups and community experts to identify our impact areas: Basic Needs, Health, Education, and Income. In addition, United Way brings together our community to identify and address special issues through partnerships and initiatives.

Why do programs want to affiliate with United Way?

A partnership with United Way means that the program has met strict accountability standards and financial management guidelines - while showing measurable results. While agencies receive endowments, grants, etc., United Way dollars provide for fundamental programs addressing identified community issues. United Way dollars may also generate additional revenue through grants from local, state, and federal governments.

Are all United Ways the same?

Though United Ways around the world share a logo and have similar missions, each United Way is independently incorporated and is led by local staff and volunteers. The work of each United Way is determined by its community needs.

What is the easiest way to contribute?

Payroll deduction is by far the most convenient method of contribution. A small amount is taken from your paycheck each payday, allowing you to make a small contribution each pay period that can make a big difference in the course of a year. Talk to your payroll office about how you can make a payroll pledge to United Way!

Donations can also be made online at www.hlunitedway.org or by mailing a check to Head of the Lakes United Way at 424 West Superior Street, Suite 402, Duluth, MN 55802.

I give directly to XYZ charity/organization. Why should I give to Head of the Lakes United Way?

Charitable giving is a personal and voluntary decision and United Way encourages you to do what is most comfortable to you.

A gift to United Way is an investment that benefits the entire community, not just one program, issue, or population. Every dollar you give to United Way creates opportunities and inspires hope for a better tomorrow. Your gift to United Way supports the foundation of our community through the work of local programs that impact people's lives in a real and meaningful way. Your gift to United Way not only provides a "hand up" to someone who needs it – but it impacts all of us who live and work here.

United Way is the most effective way to direct your charitable donations to address the most pressing needs in our community. We connect resources to accelerate community wide solutions. By bringing area nonprofits, government, business and volunteers together, we improve people's lives by mobilizing the caring power of this region.

Giving to United Way is the most efficient way to give because:

- United Way adds value to your contribution by providing annual eligibility requirements for nonprofits' budgets and programs, ensuring that your gift is being used effectively.
- United Way annual campaign efforts give area nonprofit organizations a reliable source of funding without having to allocate their own scarce resources to solicit individual contributions. These organizations can count on United Way to cost-effectively promote and administer a single campaign that raises money for many causes at once.
- While you may give to other worthy causes as well, view your United Way gift as a "gift to the community" because it supports a network of member nonprofit organizations with wide-reaching impact throughout the whole community.
- When you contribute to Head of the Lakes United Way directly, you are investing in targeted solutions and programs within our community.

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I would like my gift to be used in my home community – how can I assure this happens?

Head of the Lakes United Way's service area includes four geographic areas: Ashland-Bayfield Counties, Greater Duluth, North Shore of MN, and Superior-Douglas County. Simply indicate the geographic area on your pledge form by checking the box for the area where you would like your donation to be used.

Can I designate a portion of my contribution to a specific agency? What if I don't want my money to go to a certain agency?

An undesignated gift to the Community Care Fund is the most effective way to maximize the impact of your gift. Your gift will combine with the gifts of others to make the greatest impact in the lives of those who need it most.

However, Head of the Lakes United Way recognizes that individuals may have a strong connection to specific agencies. For this reason, we will honor designations to our funded partners and other United Ways. Simply fill out a designation form and attach it to your pledge form. If the agency to which a donor designates is not eligible for HLUW designations, United Way will contact the donor and offer to return the gift and/or designate the gift to the appropriate impact area.

Because not every agency appeals to every donor, United Way will also accept designations "away from" a particular agency as well.

How much of my contribution goes to the people who really need help?

Head of the Lakes United Way takes the business of managing your donation very seriously and performance exceeds Charities Review Council guidelines. Only 14% of funds are used for resource development and only 6% are used for administrative costs. Low overhead ensures that the majority of your money goes to people in need.

If I stop working for my current employer, what happens to my payroll-contribution pledge?

Your pledge will not automatically be routed to your new place of employment or to your home. If you do change jobs or are no longer working, please contact United Way staff at (218) 726-4770. At that time, you can decide whether you are able to fulfill your original pledge or adjust it. If you have switched jobs and your current employer runs a United Way campaign, it is possible to set up payroll contribution through the new employer.

My partner gives for both of us, why should I give to Head of the Lakes United Way?

Research indicates that donors perceive that one of the most significant benefits of personal giving is the feeling of being part of a collective effort to solve problems and make a difference in their community.

Be a part of your workplace community by joining with fellow employees in the United Way effort.

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I'm never going to use these services, so why should I give?

You can never predict when you may need services. We are all one life event away from needing help. At one time or another, almost everyone has a health and human service issue and may need help. Most likely, you or someone you know has used services provided by United Way partner nonprofit organizations.

Some of our employees and their families are on tight budgets; should we invite them to be part of the campaign?

Yes, most people appreciate the opportunity to participate. Giving through payroll deduction is easy and convenient. Payroll deduction allows everyone to participate by spreading the contribution over time. This allows those on tight budgets to participate and be part of the solution. Even a small amount per pay period makes a difference.

How can I be sure my donation will be used efficiently and effectively?

Every United Way is local and autonomous, including Head of the Lakes United Way. When you give where you live, you support Head of the Lakes United Way's work. Our programs and initiatives deliver services through partner nonprofits throughout the Ashland-Bayfield, Greater Duluth, North Shore, and Superior-Douglas County areas.

Head of the Lakes United Way annually reviews each funded program to ensure financial responsibility and operational effectiveness.

United Way employs a financial reporting system including annual member non-profit independent audits. Internal financial checks and balances were created to ensure United Way's stability and accountability.

Remember, if you need help answering questions, the HLUW staff is available to support you!