

THE ART OF ASKING

The #1 reason why people say that they do not give to Rappahannock United Way is because no one ever personally asked them to.

BASIC STRATEGIES FOR ASKING FOR DONATIONS

- Make sure you donate before you ask others to donate
- Educating employees about the value and work of United Way is the best way to gain support; your United Way representative is an excellent source for any material and assistance you may need
- Promote the results and impact of United Way contributions and LIVE UNITED
- Try to personally distribute campaign materials; use your committee members to help you. Please do not simply hand out the information with paychecks
- Personalize your pledge forms
- Ask for donations and collect pledge forms at the end of each presentation. Ask every employee to turn in a pledge form by a certain date even if they choose not to give; this way, you'll know every person made a choice whether or not to participate without having to directly ask him/her
- Strive for 100% opportunity to give - all employees, all shifts, all locations
- Follow-up within 72 hours
- Encourage payroll deductions - an easy way to give back to the community

MAKING IT COMFORTABLE FOR EVERYONE

Please take steps during your campaign to ensure that every employee feels comfortable in making a decision about giving. The following are a few reminders to ensure participation is voluntary:

1. Giving is a personal matter and should be kept confidential. Use incentives, fun and information to get more positive results.
2. Although top management support is invaluable to your campaign, have peers rather than superiors do individual solicitations.
3. Make sure employees know that acts of coercion in any form are unacceptable.

