

## Making the Ask

***The #1 reason people do not give is because they are not asked.***

These helpful tips will make it easier to ask people to give.

- Make your own personal contribution before you ask someone else to
- Announce solicitation period before you ask for pledges
- Educate employees on how their donations will help the community
- If necessary, ask employees one-on-one for their gift
- Ask donor to give more than last year, not less
- After a United Way presentation collect all completed pledge cards
- Recruit help to make sure all employees have been asked to participate

### **Handling Objections**

Listen to the objection. Strive to see the objection from the other person's point of view, not your-own, even if you feel that point of view is misinformed.

Remember that questions and objections are not personal.

Refer to [Frequently Asked Questions](#) on this website. If you cannot find the answer to a question or adequately respond to an objection, contact your United Way representative for help.

Encourage discussion. Every discussion is an opportunity to educate people about how United Way helps improve our community.

### **Another Method**

#### **The “feel..., felt..., found...” Technique**

This is a powerful tool you can use to answer questions or concerns from your potential contributors.

#### **Example:**

“ \_\_\_\_\_ (use their name), I understand how you can feel that \_\_\_\_\_ (restate their objection). As a matter of fact, others have felt the same way. After they reconsidered, they found \_\_\_\_\_ (state the fact or benefit).”

Using this phrase helps you clarify the person concern and lets you give a benefit statement that addresses their concern.

[Type text]