

One-on-One Solicitations

Step 1: Make Your Introduction and Opening Comments

- Explain how United Way works. Each United Way is governed by a local Board of Directors and encourages the involvement and input of donors.
- United Way's Community Care Fund helps to support health and human services through 23 local non-profit agencies.
- United Way is a community leader in identifying and solving local problems, working in partnership with other agencies to best use limited resources.
- United Way ensures that funded programs report measurable results.

Step 2: Give Example of How Your Gift Will Help

Try to personalize stories and provide examples about people you know who have been helped. Also use agency and volunteer speakers as resources.

Step 3: Answer Questions

Answering questions about United Way gives you the opportunity to tell your fellow employees more about the work of United Way. See question and answers on page 16-17.

If you are asked a question that you cannot answer, please call United Way at 638-3946 or send an e-mail to kathy@unitedwayofhcm.org. We will get the answer to you quickly so you can follow-up as soon as possible with the person.

Step 4: Ask For the Gift

You've answered the person's questions. Now you're read to ask for the pledge. Again, encourage each person to give a payroll deduction gift and to give as generously as possible. If the individual does not fill out the pledge form right way, have a clear deadline (i.e. 2 days) for turning in the form.

Step 5: Say Thank You

Thank the person for his or her time and gift. Assure the individual that the contribution will be used to help people in our community.