

How to Make a Personal Solicitation



1. Set the Stage

- Know your own feelings about United Way.
- Choose the best time and place to talk with a prospective donor.
- Make your own Fair Share gift (equal to one hour of pay per month for 12 months).
- Ask those who are likely to be supportive first (previous donors).
- Prepare and know your United Way material.

2. Paint a Word Picture

- Share general information about how United Way benefits this community.
- Tour a United Way member agency and share your impressions others.
- Use the brochure to point out specific services by agencies.
- Tell people why you support the Davie County United Way
 - It's the single most important campaign held in the county because it helps the most people (one in three citizens are touched annually by United Way and its agencies).
 - All money raised stays in Davie County.

3. Give an Ear

- Ask questions like: “How do you feel about giving to the community?”
“How do you feel about giving to support United Way agencies?”
“How do you feel about giving ‘through’ our United Way?”
- If their response is positive, go to #5 below.
- If their response is negative, show empathy and respond with: “I hear what you’re saying” or “that’s a normal reaction” or I understand your concerns.” Then proceed with “but have you thought about this (*insert a positive statistic about United Way.*)”

4. Handle with Care

- Handle objections by getting the person to talk more. Repeat their question. Ask why they feel that way. Keep repeating their questions. Offer “positive” responses such as:
 - United Way is the most cost effective;
 - More funds reach those in need than any other campaign;
 - Administrative costs are low because it’s driven by local volunteers;
 - Accountability is impeccable;
 - The only campaign, community-wide, that tracks every donor dollar. The paperwork attached to each donation allows the volunteers to “run” the campaign and decide on agency funding.

5. Ask for a Pledge

- Make your “Ask”:
 - “I’m asking for your help in providing funds so that 32 programs can deliver services to Davie County citizens for a full year. Can we count on you for \$5.00 per week (\$260.00 or \$22.00 per month or \$65.00 per quarter) or would you like to be a leadership level for \$1,000 (\$83 per month or \$250.00 per quarter)? United Way can bill you or you can have it deducted right from your paycheck through our company (if applicable). Your support is needed to reach our \$600,000 goal.
 - Once they make their pledge, write it on their pledge card and ask them to sign it. Thank them! Turn pledge cards into United Way office at the end of the campaign.