



United Way  
of Clinton County, Iowa

## How To Ask for A Contribution

1. Set the Stage
  - Know your own feelings about the United Way
  - Choose the best time and place to talk to the prospective donor.
  - Make your own gift
  - Ask those who are likely to be supportive first (previous donors)
  - Give everyone a card and ask that each individual to return it to you or a designated person.
  - Prepare and know your United Way materials.
2. Paint a Word Picture
  - Share general information about how United Way benefits the community
  - Tour a United Way agency and share your impressions with others
  - Use the brochure to talk about specific services, agencies, or causes.
  - Tell people why you support the United Way of Clinton County
    - All money remains in Clinton County
    - One in three citizens are touched by United Way and its agencies annually
3. Give an Ear
  - Ask questions related to how they feel about giving (in general, to the community, to the United Way).
  - If the response is unsure or critical, let them know this is a normal reaction, let them know that you understand their concerns.
  - If the response is positive, proceed to #5.
4. Handle with Care
  - Handle objections by getting the person to talk more.
    - Repeat their question.
    - Ask why they feel that way.
    - Offer positive responses.
      - United Way is most cost-effective giving
      - Accountability is impeccable
      - Volunteers “run” the campaign and decide on agency funding
      - Administrative costs are low because it is driven by local volunteers
5. Ask for a Pledge
  - “I am asking for your help in providing funds so that over 20 programs can deliver services to Clinton County citizens for a full year.
  - Can we count on you for \$5.00 per week/paycheck? United Way can bill you or you can have it deduced right from your paycheck (if applicable).”
  - Once they make their pledge and fill out a pledge card: Thank Them!