

STRATEGIES FOR A SUCCESSFUL ASK

How to ask for a pledge

GET DONORS' ATTENTION

- Start the discussion on a positive, friendly and engaging note
- Explain the purpose and ask what they know about United Way already

EXPLAIN UW & WHY YOU SUPPORT US

- Bring UWCSRA materials and be prepared to explain them. Provide brochures, flyers, etc to each person or use a front-of-the-room presentation
- Share a personal story, success story or United Way facts that will hit home with your audience

ASK FOR THE PLEDGE

- With new donors, ask for a first-time gift and offer an incentive if possible
- For annual donors, encourage or incentivize them to increase their gift and explain why it's needed
- Consider asking for a specific increase, such as \$1 more a week or pay period, compared to last year's contribution
- Remember, you are not asking for yourself; you are asking on behalf of someone who needs help in your community
- Offer incentives for turning in a pledge form

ANSWER QUESTIONS & HANDLE CONCERNS

- Know your materials and answer questions honestly – never guess
- If you do not know the answer, let the donor know you will find out and follow up with your Resource Development Manager
- Recognize that some donors may have concerns; people have a right to feel good about their gift

SAY "THANK YOU"

- Regardless of what the donor decides, thank them for their time
- People like to know their gift is appreciated and makes an impact