

# ***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.
- Consider making 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 with others.
- Point out specific services by agencies listed on the Partner Agency List.
- Tell people why you support the Jackson 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 Jackson 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 "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 you to invest in United Way. 20 agencies deliver services to Jackson County citizens for a full year. Can we count on you for \$5.00 per week or would you like to support United Way at a Booster Leadership Club Level of \$575? United Way can bill you monthly or quarterly. Your support is needed to reach our goal.
  - Once they make their pledge, write it on their pledge card and ask them to sign it.

## **6. Thank them!** Turn pledge cards into United Way office at the end of the campaign.