

A Few Hints to Make “The Ask” Easier



United Way
of Monroe County

Make your pledge first...

When your co-workers ask if you support United Way, what will you say? If they know that you believe in and support the work of United Way, they'll be more likely to make a pledge too.

...then ask co-workers that you know.

Approaching people you know will help you be more relaxed and comfortable as you refine your presentation skills and gain knowledge about United Way. The positive responses you get will boost your confidence!

Know the facts...

Read the background materials carefully. The more you know about United Way, the easier your job will be. Prepare a solicitation case. Check out United Way's website at www.monroeunitedway.org for facts, the latest updates, and frequently asked questions about United Way.

...and be prepared for questions and concerns.

Giving is very personal. Donors deserve to know that their money is being invested wisely.

If you don't know the answer to a question, United Way campaign staff is there to help.

Don't hesitate to contact the Resource Development Director, Pam Thrash-Cocalis, and get back to your co-worker as soon as possible.

Make personal contact...

People give to people. Set up face-to-face meetings to ask for a pledge. It's best not to just leave pledge forms on desks.

...and be positive!

Explain the benefits of giving to United Way. Stress the importance of each person's contribution to our community. Emphasize that funds are urgently needed for programs that will improve the community for all people.

Ask that all pledge forms be returned...and say thank you!