

# GUIDE TO MAKING THE ASK

People give to United Way of Mesa County for various reasons, but the number one reason people don't give is because they weren't asked. Below you will find some resources to help you "make the ask."

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## ASKING ONE-ON-ONE

United Way's research shows a peer-to-peer ask is the most effective way of asking for a pledge. Sincerely communicating your commitment to supporting the community through United Way really does make a difference. Leaving pledge forms on employees' desks and hoping they fill them out is not recommended.

- Know what United Way's mission is and how it's working to achieve it
- Ask for a first-time gift or specific increase
- Handle concerns by seeing "Managing Objections" below
- Say thank you, regardless of what the donor decides
- If they don't want to donate, give them options for other ways to show support through attending a special event like Home Loan Taste of the Grand Valley or volunteering

## ASKING IN A GROUP SETTING

Company campaign kickoff and special activities are a great way to introduce employees to United Way and ask for a donation.

- **Determine who will make the ask.** Many companies choose their CEO to make an ask during an event. He or she can discuss why your company chooses to support United Way, your company goal and the impact United Way has on Mesa County.
- **Invite a speaker from United Way to do a 10 to 20 minute presentation.** This is one of the best ways to increase donations.
- **Distribute pledge forms.** Hand them out at the event and offer incentives to those who turn them in.
- **Make the ask.** Close the event with one call to action: **make a gift.**

## **MANAGING OBJECTIONS**

ANSWER QUESTIONS HONESTLY – NEVER GUESS. IF YOU DON'T KNOW THE ANSWER TO A QUESTION, LET THE PERSON KNOW YOU'LL FIND OUT AND FOLLOW UP WITH UNITED WAY.

### **I already give to other causes. Why should I give to United Way?**

Giving is a personal decision, and it's great that you've found a cause with which you identify. One thing to keep in mind is United Way works across the health and human service spectrum. When you make a gift to United Way, you're not only supporting one cause, but a variety of important issues here in Mesa County. I encourage you to take a look at United Way's brochure to see the initiatives United Way supports and the changes the organization is working to make.

### **I can't give a lot so my donation won't have an impact.**

Every dollar really does make a difference. The great thing about United Way is with so many people choosing to help, when we each give a little, it has a huge impact. I hope you will consider supporting United Way in a way that makes sense for you.

### **My spouse gives at his/her company. Why should I give my own gift to United Way?**

Thank you for your spouse's donation! Many couples choose to give at both workplaces because they want to participate with their coworkers. It's also a great way to support your individual companies.

### **United Way supports an organization or a cause that I don't like.**

It's important that you feel comfortable with your decision to donate. Although you may not care for one agency, United Way supports programs within many other agencies that serve people in our community. Without the support of the community through United Way, many of these important programs and services would not exist. Check out a list of current partner agencies on the brochure.

### **I don't have kids and don't really see the need for helping my neighbors.**

Everyone wins when a community thrives. Many issues facing Mesa County are intertwined. If a child gets enough to eat at home, they're able to focus at school. If they graduate, they're more likely to get a job to support themselves. When people have a stable income and can stay in their homes, they're able to spend money at businesses and contribute more to the local economy. When businesses thrive, they can hire more people, give raises or invest in the business. When people are healthy, they miss less work. Sometimes, all people need is a little help to make ends meet.