

## COMMON OBJECTIONS

### **“Administrative costs and fund-raising costs are too high”**

According to the National Charity Information Bureau, the national average for acceptable fund-raising costs is 40 cents for every dollar raised. Our United Way has consistently kept overhead costs at less than 10 percent. Less than 10 cents of every dollar raised by the United Way is spent on fund-raising and year-round monitoring of member agencies to ensure that our contributions are being used effectively.

### **“I live in a community outside Jefferson City, why should I give?”**

United Way agencies provide services in Cole, Moniteau, Osage, Miller, and southern Callaway counties and many serve numerous other counties throughout the State.

### **“I do not like XYZ charity, so I’m not giving anything.”**

United Way supports a variety of agencies providing many programs and services that benefit the entire community. Although you may not care for one particular agency, please keep in mind how much your gift is helping all the other agencies designed to keep our community healthy.

### **“I’m never going to use these services, so why should I give?”**

Two in three people in the central Missouri region benefits from the services provided by United Way supported agencies. At one time or another, almost everyone has health and human service issues and may need help. Most likely you or someone you know has used services provided by United Way agencies. (Refer to Campaign Brochure)

### **“I give directly to XYZ charity/organization. Why should I give to the United Way?”**

Giving to the United Way is the most efficient way to give because:

a) The United Way reduces fund-raising costs by half in processing the gift, maintaining a database, sending thank-you letters, mailings, etc.

b) The United Way adds value to your contributions by providing year-round monitoring of agency budgets and programs, ensuring that your gift is being used effectively.

c) When you give to United Way, your gift goes further, because it supports a network of 25 agencies and programs, providing services that are always there for anyone who needs them including you and your family members.

d) While you may give to other worthy causes as well, view your United Way gift as a “gift to the community,” because it supports a network of agencies that you may need someday.

### **“I can’t afford to give very much, so I don’t think I’ll give this year.”**

Acknowledge the person’s circumstances (kids in college, care for elderly parent, etc). Let them know that every dollar counts. \$1 a week can provide two nights lodging for a homeless person. \$1 a week is giving up one soda or candy bar a week. Ask that they evaluate their capacity to give and do the best they can.



# Campaign Volunteer Guide

First of all,

# Thank you.

**Your help to raise money for the United Way helps to build a stronger community.**

Every day, someone’s life is changed for the better, thanks to a program or service provided by United Way agencies. Your friends, family, co-workers --- as well as people you don’t know---could be helped by your efforts as a Campaign Volunteer. The money you help raise will be invested in 25 local health and human service organizations and programs, making our community a more compassionate and better place to live. This guide will help you make a compelling case to businesses and employees to contribute to the United Way Campaign.



**United Way  
of Central Missouri**  
(573) 636-4100

[www.unitedwaycemo.org](http://www.unitedwaycemo.org)

## Be Prepared

### SHOW

your commitment to the United Way by increasing your pledge before soliciting businesses or employees. It is much easier to ask others to do what you have already done.

### PERSONALIZE

your employees' pledge cards.

### VIEW & SHOW

the Campaign Video to see stories about people who have been helped by United Way agencies.

### BE FAMILIAR

with the "facts" about the United Way.

# Building the Case

## STRONG COMMUNITY Building a Healthier Community

A healthy community means healthy business. The United Way system for providing vital health and human service programs is an effective and efficient way to assist anyone who needs help in our community—now or in the future.

## 3-TIMES MORE EFFICIENT Uncommon Efficiency

United Way raises funds almost 3-times more efficiently than many non-profit groups. 90 cents of every dollar donated goes directly to provide services that help our families, neighbors and co-workers.

## MONEY STAYS HERE Local

The money raised here stays here—serving Cole, Osage, Moniteau, Miller, and Southern Callaway counties.

## 2 IN 3 PEOPLE SERVED Impact

Over one hundred thousand people in our area are served each year by agencies supported by United Way—that's 2 out of every 3 people.

## FOCUSED ON RESULTS Distributed Carefully

Over fifty experienced community volunteers carefully distribute donations to charities that demonstrate high quality standards and results.

## Pledge Solicitation

People give to the United Way because they believe in what the United Way does. Your knowledge, enthusiasm and commitment to supporting United Way are key to securing pledges. Remember that you are impacting thousands of lives daily. United Way research shows that 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 cards in employees' mailboxes and hoping they will be returned is not recommended.

**Remember**, your prospects may have questions concerning the United Way or your company campaign. Your sincerity and personal commitment are the best tools to use when responding to an objection. Since most objections are based on misconceptions, respond with "If that were not an issue, would you consider making a pledge?" By providing the correct information, you can usually overcome the objection, which may lead to a pledge. (See common objections on the back)

## 5 Steps of a Successful "Ask"

Not sure how to ask a business or employee for their United Way pledge? Here are the 5 steps in an effective peer-to-peer ask:

### 1. Get the Donor's Undivided Attention

Consider catching the donor on a break or call ahead to make sure the person is available to speak with you.

### 2. Explain the Purpose of United Way and Why You Support it

Bring United Way materials and be prepared to explain them. Share a personal story or United Way facts

### 3. Ask for an increase

With new givers ask for a first time gift. Consider asking for a specific increase such as \$1 more a week or pay period.

### 4. Handle Concerns

Know your materials, answer questions honestly, never guess. If you don't know the answer, tell the donor you will find out and then follow up with the United Way staff. Recognize that some donors have real concerns; people have a right to feel good about their gift. (See Tips for managing objections)

### 5. Say Thank You

Regardless of what the donor decides, thank them for their time. People like to know their gift and their time are appreciated.

## Tips for managing objections:

### LISTEN

to what is being said. Listening promotes openness and acceptance.

### ESTABLISH RAPPORT

Objections are not personal and may just be a temporary stall.

### DO NOT ARGUE

if you receive objections from someone you are soliciting. Listen to their concerns.

### ANSWER

objections with facts.

### "THANK YOU"

Leave with a smile and a "thank you" if calm discussion is impossible.

### REMEMBER

Every question provides an opportunity to communicate why the United Way is one way to support thousands of people, 24 local charities, one gift at a time. You may not get the pledge this year, but you are planting the seeds for future years.