

THE ART OF ASKING

STEP 1. MAKE YOUR OWN GIFT FIRST

It is easier for others to make their commitment when they know you are a supporter. Your contribution says: I believe in United Way and our community.

STEP 2. INTRODUCTION

Start where you are comfortable. For example, contact those colleagues who have given before or who you believe would support United Way. Build self-confidence. Familiarize yourself with the campaign information. Explain your role as coordinator when you personally contact coworkers about the campaign.

STEP 3. TALK ABOUT UNITED WAY AND THE CRITICAL NEEDS FACING OUR COMMUNITY

United Way focuses resources on significant community needs. Your donation to United Way:

- Helps children to be ready to succeed in school and youth to fulfill their full potential.
- Promotes financial stability and independence for individuals and families.
- Improves access to critical health services for all.
- Supports a vital network of programs that help people when they need it most.

STEP 4. GIVE EXAMPLES OF HOW THEIR GIFTS WILL HELP MAKE A DIFFERENCE

Try to personalize the ask with stories and examples of people you know who have been helped.

Use the success stories that United Way has available (at www.oaunitedway.org) and through your United Way Relationship Manager.



STEP 5. EXPLAIN THE PLEDGE FORM

United Way provides a powerful way to invest in your community. We offer a very easy payroll deduction option and a variety of other one-time direct gift options for your donation. By giving a gift of \$500 (\$250 for young leaders) or more, you qualify for the Lighthouse Leadership Circle Giving Program.

STEP 6. ANSWER QUESTIONS

Respond positively. Every comment is a chance to educate others about United Way and our community.

Unanswerable questions? See the Frequently Asked Questions in the ECC Handbook.

Still can't find the answer? Contact your United Way Relationship Manager. Remember, we are here for you!

STEP 7. ASK FOR THE GIFT

Encourage everyone to give through payroll deduction. Small monthly gifts grow to a large annual contribution. Set a clear deadline for turning in the pledge form.

STEP 8. SAY THANK YOU

Say thank you to donors and your campaign team.

www.oaunitedway.org



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**United Way of Ottawa
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