



TOGETHER WE THRIVE.
Your gift changes lives.

2019 CAMPAIGN BEST PRACTICES - MAKING AN ASK

HERE ARE SOME TIPS AND TOOLS TO HELP YOU MAKE THE MOST OF YOUR FUNDRAISING ASK:

Presenting to a group

- **Educate** individuals about the critical needs in the community.
- **Inspire** the group with a story or an example of the impact created by investing in United Way.
- **Emphasize** that gifts and generous acts of any amount make a difference. Explain how donations build the foundation for a brighter future where all people can thrive.
- **Thank** them for their time.
- **Follow-up** with donation links, upcoming events and volunteer opportunities.

Materials include: United Way PowerPoint template, United Way video, United Way brochure, United Way table tent, United Way stories, United Way pledge form (digital and electronic)

Meeting face-to-face

- **Ask** about the causes and community passions that are close to the heart.
- **Explain** how donations build the foundation for a brighter future where all people can thrive.
- **Inspire** with a story or an example of the impact created by investing in United Way.
- **Emphasize** that gifts and generous acts of any amount make a difference.
- **Be prepared** for a variety of responses:
 - If yes, be prepared to show how gifts can be made
 - If maybe or unsure, follow up later and answer any questions
 - If no, thank them, and do not push further
- **Thank** them for their time
- **Follow-up** with donation links, upcoming events and volunteer opportunities.

Materials include: custom United Way PowerPoint template, United Way brochure, United Way stories, United Way pledge form (digital electronic)

Communicating digitally

- **Share** videos, stories, and links to inspirational and informative content.
- **Personalize** your message by sharing why you're involved.
- **Emphasize** that gifts and generous acts of any amount make a difference.
- **Thank** them for their time.
- **Include** donation links, upcoming events and volunteer opportunities.

Materials include: United Way videos, United Way stories, sample communication kit, United Way pledge form (digital), United Way brochure, etc.