



TOGETHER WE THRIVE.
Your gift changes lives.

2018 CAMPAIGN BEST PRACTICES - MAKING AN ASK

Every dollar you raise and every hour spent volunteering makes a BIG difference for the 1 in 4 people who experience poverty. Your leadership will make a life-changing impact. Thanks for being an awesome community champion!

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. Explain how donations build the foundation for a brighter future where all people can thrive.
- **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.
- **Connect** their passions to their giving.
- **Thank** them for their time.
- **Follow-up** with donation links, upcoming events and volunteer opportunities.

Materials include: custom 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 and Share** 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 video, United Way brochure, United Way table tent, United Way stories, United Way pledge form (digital electronic)

- Communication digitally?

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

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