

# MAKING A ONE-ON-ONE ASK

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Thank you for joining the United Way of El Paso County (UWEPC) Campaign Committee at your workplace! As a Campaign Committee Member, your role is vital to the success of this year's fundraising efforts. Encouraging peers to become involved in helping our community requires the personal appeal of a trusted source. As a Campaign Committee Member, your co-workers see you as someone who can help them make informed decisions about giving.

## KEYS TO A SUCCESSFUL ASK

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- Thank your co-worker for his or her time, interest and/or past support of our United Way.
- Make it personal. Share your own story about why you support of our United Way.
- Have a dialogue, not a monologue. Instead of talking at your co-worker, ask about what he or she is passionate about in our community.
- Connect the dots. Share your experiences with United Way from events and volunteer opportunities.
- Don't be afraid to ask! The number one reason people do not give is because no one has asked them. Remind them that you're asking for those in need in the community, which may include friends, family, neighbors of your co-workers.
- Clarify misunderstandings and minimize objections. It is okay to say "I don't know" if someone asks a difficult question. You can always ask your United Way campaign contact for more details and get back to your co-worker.
- Close with a thank you and set up a time to pick up their pledge form.

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**NOTE:** We believe that giving is a personal choice. United Way of El Paso County takes seriously its policy against coercion and under no circumstances should an employee feel threatened or forced into giving. Giving and how much he or she give is up to each person. We hope people give because they are in a position to give, believe in United Way of El Paso County's mission and ultimately feel good about their giving experience.