

Ask For The Gift

1. Wouldn't you like to be part of helping our community with a gift to the United Way of Broward County?
2. Thank you for giving in the past. Will you give again and increase your gift this year by X% (or by X\$s) to help us meet the growing the needs?
3. Thank you for taking the time to meet with us today - Will you give a gift of X?
4. We really need a hero (champion) at the X level. If you do it, we can get others to step up also. Can we count on you?
5. Your leadership is very important in your organization - we need your assistance by setting an example for your senior managers and employees to follow. Your Leadership gift is vital to the success of your campaign because you set the tone. Will you help us by committing to X\$s?
6. I recognize that many people must come to you for gifts. I hope we have shown you the value and benefit of giving through United Way and we want to count on your support and leadership this year. Please join me and many others in giving.
7. Will you join, I am inviting you to join, or Join me in supporting the United Way at the X level?
8. I am asking you to step up to the X level and join us in meeting the many needs in our community.
9. So, can we count on your support at the X level this year?
10. Will you step up to the next level? There are so many others in your organization capable of giving more than they do, and you can set the standard. They will follow your lead.

- ASK - THEN BE QUIET. Give them all the time they need to respond. Don't be afraid of the silence.
- Make a firm ask. Don't "hope," "suggest" or plead. Tell them nicely what you would like them to do.
- Simply ask, "will you give..."
- And as always, say "thank you.", no matter what the answer is.

Advantages of a Group Solicitation: a more efficient use of time, elimination of employees feeling "pressured" or "singled out," employees are informed about United Way of Broward County in a consistent matter.

Sample Agenda for Group Meetings

Welcome – Campaign Manager	2 minutes
Endorsement – CEO	5 minutes
United Way of Broward County Presentation	5 minutes
Show United Way video	5 minutes
The "Ask" – United Way of Broward County	2 minutes
Closing Remarks – Campaign Manager	2 minutes
Employees turn in pledge cards & ask questions	5 minutes
TOTAL	26 minutes



Jennifer Ramos
NOVA Southeastern University

FACT: Surveys show that the main reason individuals don't give to United Way is that they've never been asked.