2022 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 stories, United Way pledge form (digital and electronic)

Meeting face to face

• Ask about causes and community passions that are close to their 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 and 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.