Unite
to fuel
Change

United Way
Greater Twin Cities
United Way

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.

Change-Maker