



## One to One Solicitation

### Plan Your Contact

- Learn as much as you can about your potential contributor (special interests, last year's gift).
- Know United Way's key messages.
- Make your own pledge first.
- Be prepared to give your own view of the importance of United Way.
- Have the person's name on the pledge card.

### Introduce Yourself and Tell Purpose of Visit

- Establish rapport with your co-worker by starting discussion on a friendly note.
- Tailor your approach to the individual.
- Explain the purpose of your visit.

### Share Your Enthusiasm

- Relax and be yourself. Sincerity shows and people will respond.
- Explain why you support United Way.
- Provide examples of how United Way of Central Minnesota impacts the community.

- Share key messages and perhaps a personal story.

### Answer Questions

- Encourage co-workers to ask questions, bring up concerns. Ask them to elaborate. If you are asked a question you cannot answer, call United Way. Always follow up.
- Ask enough questions to understand their concern.
- Utilize United Way's "Glad You Asked" for commonly asked questions.

### Ask for the Pledge

- Ask the contributor to complete the pledge card and return the pledge card. Remember all pledge cards need to be signed.
- Say Thanks. Thank everyone, including those who choose not to give.



Give. Advocate. Volunteer. **LIVE UNITED™**