

# *Active Solicitation Strategies*

## **Group Solicitation 20-Minute**

- Send letter to all employees stating purpose of meeting five days before event.
- Distribute pledge forms at opening of the meeting.
- Campaign coordinator presents opening remarks.
- Agency department head/management addresses the group.
- Introduce the speaker or co-worker who has benefited from the services of a United Way of the Midlands program or certified partner agency.
- Show a campaign film.
- Campaign keyperson asks for payroll deduction pledge.
- Volunteers collect pledges at the end of the meeting. Follow-up on absentees.

## **One-to-One Solicitation**

- Choose solicitors wisely.
- Train the solicitors with the help of United Way of the Midlands staff.
- Send agency department heads/management endorsement letter to all employees.
- Make volunteer assignments.
- Distribute personalized pledge forms.
- Direct solicitors to make calls.
- Follow-up on absentees and part-time employees.

*United Way of the Midlands is donors, partners and volunteers discovering and responding to the crucial needs of our community—  
then finding resources to address those needs and following up to make sure the work gets done.*

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### The Simple Six

#### 1) MAKE YOUR INTRODUCTION AND OPENING COMMENTS

Within step one you should:

- ◆ Make a positive, friendly introduction
- ◆ Develop rapport
- ◆ Check awareness of United Way of the Midlands focus areas – education, health and financial stability
- ◆ Explain why you support the drive

#### 2) EXPLAIN GIVING

Everyone's gift is important.

First Discuss Giving options 1) payroll deduction 2) check or cash 3) credit card 4) bill direct.

Second, explain the Giving Guide: The giving guide was established to answer the question—"How much should I give?" You can recommend that they contribute one percent of their income. However, some may strongly feel that this is too much for them to donate. If it represents an increase promote \$3.46 a week to qualify for a donor discount card. For new donors offer the alternative of \$1 a week.

#### 3) ASK FOR THE CONTRIBUTION

You have made a good introduction, you have identified United Way's impact on community problems and you have explained why the guideline has been set. You are now ready to go on to step three and ask the person to contribute or make a pledge at the guideline level. If they don't feel they can give at the guideline level ask them to consider giving an increase over last year's pledge.

If the person agrees to complete the pledge form at the guideline level, you can go directly to step six and thank them. However, in most cases the people you call on won't be ready to pledge immediately. Prior to making a final decision, they may have some questions.

#### 4) ANSWER QUESTIONS

Answering questions gives you the opportunity to tell your fellow employees more about United Way of the Midlands.

Knowing the response to most frequently asked questions is an important part of your job as an Employee Campaign Coordinator.

People will be more generous when the questions they have are answered by you and when they understand the need behind your request for their pledge.

#### 5) ASK FOR THE PLEDGE

Once you have answered the person's questions and given them an explanation of the guideline, you are ready to ask for their pledge. Again, you should encourage the person to give at the guideline level. When the person has completed the pledge voucher and signed it, you have one more step to go.

#### 6) SAY THANK YOU

Thank the person for his/her time and donation. Assure them that their contribution will be used to help people in need.

Remind them that the United Way of the Midlands is also here for them should the need arise.