

Steps for the Successful Ask

1. Get the donor's undivided attention.

- Start the discussion on a positive, friendly note.
- Explain the purpose of your visit.
- Find out what they know about United Way.

2. Explain the purpose of United Way and why you support it.

- Bring United Way materials and be prepared to explain them.
- Share a personal story, a success story or United Way facts.

3. Ask for a pledge.

- With new givers, ask for a first-time gift.
- For annual givers, encourage an increase.
- Consider asking for a specific increase, such as \$1 more a week or pay period.
- Remember, you are not asking for yourself; you are asking on behalf of someone who needs help.

4. Answer questions and handle concerns.

- Know your materials and answer questions honestly never guess. If you don't know the answer to a question, let the donor know you will find out, and then follow up with your United Way representative.
- Recognize that some donors have real concerns; people have a right to feel good about their gift.

5. Say thank you.

- Regardless of what the donor decides, thank them for their time.
- People like to know their gift is appreciated.

A sample successful ask.....
United Way of South Central Nebraska is a local nonprofit that helps approximately 1 in 2 people in our 4 county coverage area which include Nuckolls, Adams, Clay and Webster. Your gift to United Way is a great investment because you are not just supporting one cause or organization. You're supporting 20 local agencies that create a foundation for a stronger community and a better life for us in central Nebraska. They provide disaster relief, help a child receive after school care, an elderly person receive a hot meal and many other services. I hope that you consider making an increase or a first time gift to the United Way. Your support truly makes a difference.
Thank You



United Way of
South Central Nebraska