Welcome to the 2017 Campaign Team

United Way of Northwest Alabama’s vision is to create real, lasting change to help those least able to help themselves. I am delighted that you have chosen to use your time, talents, and gifts to work with United Way of Northwest Alabama to ensure success in conducting this year’s campaign. Our goal is simple: *improve lives by mobilizing the caring power of the community to create lasting change.* With your help, we will be able to serve over 50,000 people this year and that will be something to celebrate!

As a Company Coordinator, you will work alongside hundreds of other volunteers dedicated to making a measurable impact in the lives of the people in our community. Your role in our Annual Campaign is truly vital. We have witnessed for decades the real and lasting change that our company coordinators have implemented, and we are so glad that you have joined the current efforts. We know that your company will have a successful campaign as you display your leadership skills to those around you in your corporation.

Whether this is your first, third, or even tenth year as a Company Coordinator, United Way of Northwest Alabama staff and volunteers are here to support you every step of the way. We will be your partners as you plan and implement your company’s workplace campaign. Together, united, we can inspire hope and create opportunities for a better tomorrow.

On behalf of United Way of Northwest Alabama and those least able to help themselves, I want to thank you for choosing to Be The One.

David Shields
2017 United Way Campaign Chair
VP Student Affairs, UNA

United Way of Northwest Alabama’s Annual Campaign is truly a community-wide effort. As your organization’s Company Coordinator (CC) you are a vital partner in the network of caring and collaboration in our community. Through your work:

**YOU help children and youth achieve their potential.**
**YOU empower families and individuals to become financially self-sufficient.**
**YOU ensure everyone is healthy and avoids risky behaviors.**

Thank you for all that you do!
# Company Coordinator Handbook

## Table of Contents

- **Company Coordinator Role Explained**
  - Understanding the Part You Play
  - Glossary of United Way Terms

- **Planning a Campaign**
  - Campaign Outline
  - Campaign Planning Checklist
  - Strategies for Improvement
  - Goal Setting Worksheet
  - Ten Tips for Success

- **Running a Campaign**
  - Planning a Rally/Kick-Off
  - The Art of Asking
  - The Importance of Asking
  - Saying, “Thanks!”

- **Keeping it Interesting**
  - Ten Reasons to Invest
  - Campaign Materials & Resources
  - Fun Campaign Ideas
  - Donor Discount Card
  - Letter Templates

- **United Way of Northwest Alabama: General Information**
  - Your United Way
  - Elevator Speech
  - Answering Their Questions
    - Handling Objections
    - FAQ
  - Contacts
UNDERSTANDING THE PART YOU PLAY

Your Role

What is a Company Coordinator?

When you act as Company Coordinator for your organization’s United Way of Northwest Alabama campaign, you are joining forces with hundreds of other committed volunteers from our community. Your dedication helps United Way of Northwest Alabama do what it does best—help those least able to help themselves.

Think of working on your campaign as an opportunity to do something different, to get involved in a great cause and have a good time!

You will also:

- Demonstrate your leadership skills
- Develop and sharpen your project management skills
- Strengthen relationships with your co-workers
- Become more connected to the people in your community
- Learn about the critical issues and essential services in your community

Your Responsibilities

- Work closely with your CEO, Loaned Executive, and United Way of Northwest Alabama staff members.
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Request speakers from United Way of Northwest Alabama.
- Meet with your Loaned Executive and collect campaign materials.
- Coordinate your company’s kick-off and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent, and treasure among your co-workers.
- Educate your co-workers about United Way of Northwest Alabama.
- Attend United Way of Northwest Alabama’s Kickoff and Annual Meeting. Invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!
- Complete your campaign envelope and call your Loaned Executive or United Way of Northwest Alabama for pick up.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.
Get On The Bus - allows anyone the opportunity to tour any of United Way of Northwest Alabama's collaborative partners to learn about their services.

Employee Campaign Coordinator - the person appointed by the management head of a firm to conduct the employee campaign for United Way of Northwest Alabama.

Corporate Gift – an annual contribution in the name of the firm. A corporate contribution is tax deductible.

Elevator Speech - A speech that has many different levels and points (floors) that allows you to summarize what matters depending on the amount of time you have. You can add or eliminate levels (floors) based on your audience and the time you have available. In other words, you should be prepared to tell the United Way of Northwest Alabama message to a peer or co-worker in the time it takes to share an elevator ride.

Alexis de Toqueville and Feather Societies - consists of donors who annually give $1,000 and above to the United Way of Northwest Alabama campaign. These donors receive acknowledgement in our Annual Campaign and Recognition Report. There are four levels recognized as follows:

- ALEXIS DE TOQUEVILLE: $10,000 +
- GOLD FEATHER: $5,000 - $9,999
- SILVER FEATHER: $2,500 - $4,999
- RED FEATHER: $1,000 - $2,499

Loaned Executives - local companies “loan” their employees to help share the United Way of Northwest Alabama story. Loaned Executives use information and experiences collected during training to develop a compelling presentation. They share their stories with companies, unions, and organizations in Northwest Alabama during the campaign.

Leadership Campaign - A great way to set the pace by soliciting “leaders” and potential leaders early by asking them to give at a Leadership level.

Community Impact Fund – what differentiates United Way of Northwest Alabama from other organizations and is in place to ensure limited funds make the greatest impact in a community. Trained volunteer representatives of our community review program funding requests and recommend distribution of the dollars raised in the annual campaign.
New Hires Program – enrolling new employees at time of hiring for a contribution to United Way through payroll deduction.

Payroll Deduction – an opportunity for employees to spread their giving over a period of time through authorized deductions each payroll.

Pledge - Your way of guaranteeing that United Way of Northwest Alabama services continue to be available to your neighbors, co-workers, family, and friends. Your pledge is your promise to contribute to United Way of Northwest Alabama through payroll deduction or one-time gift.

Rally - A meeting endorsed by the organization where employees are educated about United Way of Northwest Alabama, given the opportunity to ask questions, and are asked to make a contribution.
PLANNING A CAMPAIGN

Nine Steps, Three Stages, One Goal

Pre-Campaign
1. Analyze past campaign results
2. Secure top-level support
3. Form an employee campaign
4. Determine your campaign goal

Campaign
5. Conduct a Leadership Campaign
6. Kick off the campaign
7. Track your progress & report results

Post-Campaign
8. Say “Thank You”
9. Start programs for new hires and retirees

Pre-Campaign: Step 1. Analyze past campaign results. Meet with your United Way of Northwest Alabama volunteer or staff member to plan your campaign. Review the level of participation, average gift, per capita giving, and percent of potential achieved for the success of past campaign techniques.

Pre-Campaign: Step 2. Secure top level support. There are some important things your CEO can do to ensure your success:
A. Personally select or appoint a senior level executive as Company Coordinator Chairman and/or Leadership Gifts Chairman to solicit senior management for Leadership gifts.
B. Send a letter to management announcing your role as Employee Campaign Manager.
C. Authorize payroll deduction, if not currently available.
D. Approve continuous giving to maintain a base of support.
E. Approve and support the goal.
F. Approve company time for committee meetings, employee rallies, and one-to-one and group solicitations.
G. Send a letter to all employees endorsing the campaign and encouraging their participation. A joint letter from the CEO is recommended in organized companies. (See Campaign Letter Templates)
H. Appear at campaign meetings, rallies, and special events to make personal endorsement.
I. Send a thank-you letter to each employee. (See Campaign Letter Templates)

Pre-Campaign: Step 3. Form an employee campaign committee and plan the campaign. Don’t try to do it all alone. Recruit committee representatives from all segments of the organization. Include people with special talents such as marketing and communications, personnel management, data processing/payroll, and past committee members. The committee is responsible for planning the campaign through establishing a campaign calendar, planning promotions, and assisting with training programs.

Pre-Campaign: Step 4. Determine your campaign goal. Financial goals are important because it is through an increase in dollars that United Way of Northwest Alabama is able to provide more services to more people. To establish a challenging goal for the campaign, the campaign committee should evaluate last year’s results, as well as the employee giving potential (amount which could be raised if each employee in the company gave according to an accepted giving standard). United Way of Northwest Alabama provides a worksheet to assist in this process (see Goal Setting worksheet pg. 14).

Campaign: Step 5. Conduct a Leadership Campaign. Develop a strategic plan for identifying, cultivating, and soliciting leadership donors. Ask your CEO to conduct management solicitation first. The Chief Executive Officer should encourage visible support within each executive’s department.

Campaign: Step 6. Kick-Off the campaign. Take advantage of every opportunity to promote the campaign and create an enthusiastic atmosphere with the help of the campaign tools listed below. Contact United Way of Northwest Alabama if you need additional information.
A. Hold a kick-off event or rally to create awareness. The more spectacular and fun, the better.
B. Invite a United Way of Northwest Alabama representative or a representative who has been touched by a community partner to make the campaign come to life in a personal way.
C. Hang posters and distribute brochures. Both provide information and say thanks to employees for their support. 

D. Utilize the company bulletin board or newsletter. If you have an organization newsletter, work with the editor to publicize United Way of Northwest Alabama year-round. If your company does not have a formal newsletter, consider creating one for the campaign. We also offer text and e-mail messages that can be sent throughout the campaign. (See Campaign Letter Templates or visit our online toolkit at uwnwal.org)

E. Advertise the discounts offered through the Donor Discount Card and the $52/year amount to your employees.

All successful campaigns include certain basic elements:
1. Send the calendar of events to management so they are informed and can release employees to attend meetings and tours.
2. Promote the use of payroll deduction.
3. Conduct rallies, group meetings and special events to build momentum. Campaigns should be short and intensive — strive for two weeks or less if possible.
4. Consider incentives to encourage participation. (See Fun Campaign Ideas)
5. Consider inner-department competition.
6. Conduct follow-up solicitation — ensure every employee is contacted.

**Campaign: Step 7. Track Progress and Report results.**

Follow these steps after solicitation has ended.

A. Make sure all pledge forms are returned to you.
B. Complete the campaign report envelope.
C. Give your Loaned Executive all Donor Discount Card information and requests.
D. Give the completed report envelope to your United Way volunteer or staff, or deliver it to the United Way office. Be sure to include any cash or checks.

**Campaign: Step 10. Start a new hires and a retirees program.** Meet with your company’s personnel department about implementing a new hires program and a retirees program. Being given the opportunity to contribute to United Way is an important part of the employment and post-employment processes. This year-round solicitation of new employees and retirees reduces campaign losses due to turnover.

**Post Campaign: Step 9. Say “Thank you!”**

Never underestimate the importance of the “Thank You”. Everyone needs to know that their effort is appreciated. Recognition can also help make next year’s job easier. Send letters to your campaign team thanking them for their efforts. If someone has done a commendable job, send a letter to that person’s boss. Suggested ways to say thank you are:

A. Ask your CEO to send a letter to thank employees for their support and participation, post a thank-you from your CEO on company bulletin boards, or enclose thank-you’s in your organization’s payroll. The thank-you should summarize campaign results and programs. (See Campaign Letter Templates or visit our online toolkit at uwnwal.org)
B. Recognize significant departmental achievement/s.
C. Distribute Donor Discount Cards to employees who gave $52/year.
### Campaign Planning Checklist

**Four Weeks Prior to Solicitation**

<table>
<thead>
<tr>
<th>Person Responsible</th>
<th>Date To Be Completed</th>
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<tbody>
<tr>
<td>• Research previous campaign results and meet with previous coordinators</td>
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<tr>
<td>• Recruit committee and develop a campaign schedule</td>
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<tr>
<td>• Meet with United Way Staff or Loaned Executive to discuss needed supplies, goals, and Donor Discount Card</td>
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<tr>
<td>• Meet with your CEO to secure top level support and discuss Leadership Giving</td>
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<tr>
<td>• Begin highlighting United Way of Northwest Alabama in company newsletter/email/website/bulletin boards</td>
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<tr>
<td>• Schedule Get on the Bus with United Way of Northwest Alabama for Campaign Committee and interested employees</td>
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<tr>
<td>• Other:</td>
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</tbody>
</table>

**Three Weeks Prior to Solicitation**

<table>
<thead>
<tr>
<th>Person Responsible</th>
<th>Date To Be Completed</th>
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</thead>
<tbody>
<tr>
<td>• Establish campaign goals and dates</td>
<td></td>
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<tr>
<td>• Schedule training session(s) for Campaign Committee members, providing information on United Way of Northwest Alabama’s role in the community and how to make the ask for support</td>
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<tr>
<td>• Contact United Way of Northwest Alabama to schedule speakers and reserve any materials</td>
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<tr>
<td>• Other:</td>
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**Two Weeks Prior to Solicitation**

<table>
<thead>
<tr>
<th>Person Responsible</th>
<th>Date To Be Completed</th>
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<tbody>
<tr>
<td>• Confirm that pledge forms are personalized and ready for Kick-Off</td>
<td></td>
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<tr>
<td>• Plan Kick-Off and Rallies</td>
<td></td>
</tr>
<tr>
<td>• Other:</td>
<td></td>
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</table>

**One Week Prior to Solicitation**

<table>
<thead>
<tr>
<th>Person Responsible</th>
<th>Date To Be Completed</th>
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<tbody>
<tr>
<td>• Send out CEO letter supporting the campaign</td>
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<tr>
<td>• Conduct Leadership Campaign</td>
<td></td>
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<tr>
<td>• Review plans for Kick-Off and Campaign</td>
<td></td>
</tr>
<tr>
<td>• Other:</td>
<td></td>
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</tbody>
</table>

**Active Solicitation (Keep it short: 1-2 Weeks Max)**

<table>
<thead>
<tr>
<th>Person Responsible</th>
<th>Date To Be Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Have a Kick-off</td>
<td></td>
</tr>
<tr>
<td>• Group meetings - have the room, video, A/V equipment, speaker, pledge forms ready</td>
<td></td>
</tr>
<tr>
<td>• Keep progress report monitoring campaign, including number of givers, pledges received and forms outstanding</td>
<td></td>
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<tr>
<td>• Keep the energy high</td>
<td></td>
</tr>
<tr>
<td>• Post the progress of the campaign</td>
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<tr>
<td>• Other:</td>
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</tr>
</tbody>
</table>
## 2017 UNITED WAY OF NORTHWEST ALABAMA

### COMPANY COORDINATOR HANDBOOK

<table>
<thead>
<tr>
<th>ONE WEEK AFTER ACTIVE SOLICITATION</th>
<th>PERSON RESPONSIBLE</th>
<th>DATE TO BE COMPLETED</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Follow up with employees who missed meetings, were on vacation, etc.</td>
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<td></td>
</tr>
<tr>
<td>• Collect any unreturned pledge forms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Report results to CEO, employees, and United Way of Northwest Alabama</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Say “Thank You” to volunteers, donors, and those who participated in meetings</td>
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<tr>
<td>• Other:</td>
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<table>
<thead>
<tr>
<th>TWO WEEKS AFTER ACTIVE SOLICITATION</th>
<th>PERSON RESPONSIBLE</th>
<th>DATE TO BE COMPLETED</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Conduct critique sessions with committee members and other key staff</td>
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<td></td>
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<tr>
<td>• Produce a report for next year’s company coordinator</td>
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<tr>
<td>• Other:</td>
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![Image of two women holding Live United shirts](image-url)
STRATEGIES FOR IMPROVEMENT

Raise Awareness

- Use multiple methods of communication to promote the campaign.
- Contact your United Way of Northwest Alabama representative for posters, brochures, and success stories, and place them strategically around the workplace.
- Provide progress updates throughout the campaign.
- Utilize a United Way of Northwest Alabama speaker at the kick-off event and employee meetings.
- Arrange a United Way of Northwest Alabama volunteer project for interested employees.
- Use special events to engage employees.
- Practice year-round engagement.

Increasing Participation

- Be sure every employee is asked to give through multiple channels.
- Plan to reach every employee in every department on every shift.
- Consider incentives designed to encourage participation and entice new donors.
- Create a competition between departments for best participation.
- Arrange a United Way of Northwest Alabama volunteer event.
- Ask new employees and retirees to get involved.
- Use special events to engage employees and keep the campaign fun.

Increase the Average Gift

- Personally ask donors to increase their gift over the previous year.
- Use the Donor Discount Card to increase donor giving.
- Encourage payroll deduction as an easy way to increase giving.
- Promote Leadership Giving as a way for employees to connect with local leaders and give back to the community.
- Structure campaign incentives around giving levels and encourage employees to increase their contribution.
- Personalize pledge cards with each employee’s previous gift.
Compute Your Giving Potential

\[
\text{Current Average Gift} \times \text{Number of Employees} = \text{Total Potential}
\]

\[
\text{Current Average Gift} = \frac{\text{Last year’s total amount divided by the total number of donors last year}}{}
\]

OR

\[
\text{Average Annual Wage} \times \text{Number of Employees} \times .006 = \text{Total Potential}
\]

Set Your Goal

(1) Last year’s employee amount raised

\(\$\) ______________________________

(2) Percent of Total Potential achieved last year

_______________________________%

(3) Amount of additional potential you want to achieve this year

\(\$\) ______________________________

(4) This year’s goal (1+3)

\(\$\) ______________________________

Notes
TEN TIPS FOR SUCCESS


Set goals. Setting both monetary and participation goals is a critical step in setting expectations throughout the organization and creates a common cause. United Way of Northwest Alabama will help you calculate goals that are reasonable for our community and your workforce.

Let United Way of Northwest Alabama help you. We are ready to help you conduct your workplace giving campaign in a number of ways. We can:

• Offer advice and guidance.
• Suggest campaign ideas and incentives.
• Come and talk to your employees.
• Arrange for tours of our partner agencies' programs for your employees.
• Respond to any questions, concerns, or comments that might arise among your employees.
• Provide success stories.
• Provide PowerPoint presentations that can be e-mailed to staff.

Set a schedule. Publicize it, and stick to it. Let everyone know ahead of time what events and meetings are planned, when pledges are due, and when totals will be announced. Folks are more likely to turn in their pledge forms when the campaign doesn't drag on so long that the whole thing becomes a distant memory.

Work with a committee. Feedback we have received from Employee Campaign Coordinators say that assembling a committee to organize the United Way of Northwest Alabama workplace campaign is one of the most important ways to guarantee a more successful fundraising effort. It spreads the labor, contributes to building a team atmosphere, and produces more creativity.

Emphasize giving through payroll deductions. Giving through payroll deductions is the easiest way for most employees to make the biggest impact they can.

Plan an educational component. Explain to co-workers how United Way of Northwest Alabama is working on the issues that matter in our community. Rallies, Get On The Bus tours, and speakers are a great way to educate your organization.

Motivate employees. Whether or not we admit it, we all respond to incentives. Knowing that you are “doing good” is nice. Knowing that you are doing good AND have a chance to win an extra vacation day is even nicer. Check out the Fun Campaign Ideas suggestions.


Thank everyone, and celebrate your success. Thank everybody, whether or not they chose to give this year. Check our Saying Thanks in the template section for ideas.
PLANNING A RALLY OR KICK-OFF

The most successful United Way campaigns have one thing in common: they all utilize employee meetings to build awareness and excitement around their campaign. These presentations are essential to the success of your campaign.

Planning Considerations

- Tag onto an existing meeting to make efficient use of company time.
- Keep the meeting between 15-20 minutes.
- Contact your United Way of Northwest Alabama representative who can supply pledge forms, brochures, and other materials.
- Ask your Loaned Executive to speak during employee meetings to expose employees to the mission, programs, and resources provided by United Way of Northwest Alabama.
- Communicate campaign details such as timeframe, incentives, and other events.
- Follow up individually with employees who missed the meeting.

Presentation Check List

☐ Secure a time, date, and location for your meeting.
☐ Promote the meeting to employees.
☐ Gather campaign materials.
☐ Prepare an agenda for the meeting.
☐ Provide pens for people to complete their pledge forms at the meeting.
☐ Secure the attendance of company leadership and your United Way of Northwest Alabama representative.

Follow-up Check List

☐ Collect pledge forms and cash or checks.
☐ Distribute incentives.
☐ Follow-up with individuals who did not return their form.
☐ Tally your results and schedule a pick-up time with your United Way representative, or drop off your company's campaign envelope at United Way office.
Sample Rally Agenda

TIP: People are more willing to give when there is a face and a life to connect to their donation. Personal stories are strongly encouraged!

5 minutes
CEO welcomes employees & endorses campaign

5 minutes
United Way Speaker or Campaign Coordinator makes a presentation of United Way work in the community

4 Minutes
Employee speaker shares a personal United Way experience: someone who has either benefited from, volunteered for, or toured a United Way Partner Program

4 Minutes
Campaign Coordinator answers questions and asks employees to make a pledge

2 minutes
Campaign Coordinator thanks employees and collects pledge forms

TOTAL: 20 MINUTES
MAKE YOUR OWN GIFT FIRST
It is easier for others to make their commitment when they know you are a supporter. Your contribution says: I believe in United Way of Northwest Alabama and our community.

INTRODUCTION
Start where you are comfortable. For example, contact those colleagues who have given before or who you believe would support United Way of Northwest Alabama. Familiarize yourself with the campaign information and be prepared for some tough questions. Explain your role as coordinator when you personally contact co-workers about the campaign. BE SURE TO TALK ABOUT UNITED WAY AND THE CRITICAL NEEDS FACING OUR COMMUNITY. United Way of Northwest Alabama focuses resources on significant community needs. Your donation helps those least able to help themselves by focusing on three focus areas in Northwest Alabama:

EDUCATION
- Helping all children and youth achieve their potential

FINANCIAL STABILITY
- Empowering families and individuals to become financially self-sufficient

HEALTH
- Ensuring everyone is healthy and avoids risky behaviors.

GIVE EXAMPLES OF HOW YOUR GIFT WILL HELP MAKE A DIFFERENCE
Try to personalize “the ask” with stories and examples of people you know who have been helped. Use the success stories that United Way of Northwest Alabama has available online and through your Loaned Executive.

EXPLAIN THE PLEDGE FORM
United Way of Northwest Alabama provides a powerful way to invest in your community. We offer a very easy payroll deduction option and a variety of other one-time direct gift options for your donation.

ANSWER QUESTIONS
Respond positively. Every comment is a chance to educate others about United Way of Northwest Alabama and our community.

ASK FOR THE GIFT
Encourage everyone to give through payroll deduction. Small monthly gifts grow to a large annual contribution. Set a clear deadline for turning in the pledge form.

SAY THANK YOU
Say thank you to donors and your campaign team.
The One-to-One Request

You should begin making one-to-one requests as soon as possible. Extend personal requests to as many people in the organization as you can. Then ask the whole group at the campaign kick-off meeting. Continue reaching out until the entire staff has been asked to contribute.

The Approach

Each employee is asked by a fellow worker (the campaign volunteer) to contribute. This allows contributors time to ask questions and hear firsthand how United Way of Northwest Alabama improves lives and communities through a network of programs across the region. United Way has plenty of information and resources available for those who are making the ask, so they can be well prepared to handle questions.

Advantages of One-to-One Requests

• The message can be tailored to individual employees and/or employee interests.
• The request for a contribution can be made directly and individual questions can be addressed.
• Campaign leaders can learn why a non-participating employee doesn’t contribute and then address any concerns related to that decision.

Tips for One-to-One Requests

• Recruit key people from each department. Try to get one volunteer for every 10-15 employees.
• Use volunteers. They tend to be more effective than those who are chosen or asked.
• If you are able, plan a Get On The Bus tour, bring in a United Way of Northwest Alabama representative, and use other tools to inform volunteers about United Way.
The primary reason people don’t contribute to the annual campaign is because they are not asked. Put simply – there is no task more important than asking people to give.

TIP: Asking in person truly makes a difference. The two most successful ways to do so are one-to-one requests and a group request at a Rally/Kick-Off. And please be sure to ask everyone!

The Group Request

If you’re planning group requests, make sure that managers and employees are told before attending a meeting that they’ll be asked to contribute to United Way of Northwest Alabama.

The Approach

After hearing a United Way of Northwest Alabama story, ask everyone to make their pledge using the form provided by United Way of Northwest Alabama or your payroll department. Collect pledge forms as people are leaving the meeting and give one copy to your payroll department and one copy to United Way of Northwest Alabama.

TIP: Ask everyone to return a pledge card before leaving the meeting or by a set date – even if they choose not to contribute. This will make your job easier by not having to track down outstanding donations or pledge cards, and you will know that everyone has been given an opportunity to participate. Offering an incentive (i.e. drawing for a prize) to encourage the return of pledge forms is a great strategy that can effectively expedite the pledge form collection process.

Tips for a Successful Group Meeting

• Experience shows that the best results are achieved when meetings are scheduled at the start of a workday and accommodate between 15 and 50 participants.
• Greet everyone as they enter and hand out personalized pledge forms.
• Keep track of collected forms so that you can easily identify those that have not been returned. Follow-up with those employees who did not attend the meeting and/or did not return their pledge form.
SAYING “THANKS!”

United Way of Northwest Alabama cannot stress enough how important it is to say thank you. It is said that it takes saying or reading a phrase seven times for people to believe it. Thank you, thank you, thank you, thank you, thank you, thank you, and thank you!

Here are some ways to recognize and thank your employees:

**Letters** - Thank you letters or e-mails can come from your CEO, the various campaign committee members, or the local president of the employee union. The more personalized the correspondence, the better it will be received. Also, remember the way in which a letter is distributed can be as important as its contents – try to deliver them personally.

**Gifts** - See Candy Appreciation Gifts on the next page for a fun easy way to show your appreciation.

**Awards** - Recognition of groups, departments, and individuals is imperative and can be accomplished a number of ways. Certificates, plaques, and desk sets are just some of the methods you can use to recognize outstanding efforts.

**Events** - Perhaps no other method of thanks is more popular than a creative and sincere special event to wrap up a successful campaign. Such events show employees just how much they have accomplished and how much their support is appreciated. Consider having a thank-you breakfast, lunch or dinner, a barbeque or a picnic, an ice cream social, or a victory rally.

**Public Thanks** - When employees become involved in the campaign effort, it’s important to share the final results with them and recognize their respective roles. This can be done by placing a banner in a heavily traveled area, saying thanks on your computer bulletin board, via e-mail or voicemail, and/or publishing a special thank you edition of your internal newsletter.
CANDY APPRECIATION GIFTS: One great way to say thank you is by distributing a little thank you note with a bite of something sweet.

ALMOND JOY: “Thanks for adding JOY to our community!”

BABY RUTH: “With your help, our campaign has hit a grand slam!”

DOVE PROMISE: “Your PROMISE of (pledge amount) will save lives.”

EXTRA GUM: “Thanks for going the EXTRA mile!”

LIFE-SAVERS: “Thanks for being a real LIFE-SAVER!”

MOUNDS: “You’re making a MOUND of difference!”

NESTLE CRUNCH: “Our community would be in a CRUNCH without you!”

ORANGE SLICES: “ORANGE you glad you gave to United Way?”

PIXY STIX: “Our campaign STIX out from all the rest because of what you do!”

RAISENETTES: “Our company goal was (goal amount). Thanks for your help in RAISING IT!”

RIESEN: “Thanks for being the RIESEN we’re so successful”

TOOTSIE ROLL: “Thank you for the ROLL you play in the United Way campaign.”

WHOPPERS: “Thanks for your WHOPPER support!”

And again - thank YOU for making a difference in what matters!
 TEN REASONS TO INVEST IN UNITED WAY OF NORTHWEST ALABAMA

10. You care. You care about youth development and nurturing children, fostering independence for older adults and those with disabilities, providing basic needs to people in crisis, and strengthening and supporting families.

9. We hold our collaborative partner programs – and ourselves – accountable. You can trust that money you contribute to United Way of Northwest Alabama will be allocated to programs at agencies that are held to the highest standards. Our collaborative partner programs submit to a rigorous re-application process every 2 years, which includes careful examination of their financial records, goals, programming, and work in the community. Dedicated and conscientious volunteers distribute the funds, ensuring that the dollars have the greatest possible impact.

8. Your investment stays here in our community. Our dues to United Way Worldwide are only one percent of the amount we raise locally; in return, we receive benefits worth many times more than that small investment. This means that almost every penny of your donation stays right here in our area, helping to make our community an even better place to live for everyone.

7. It’s tax-deductible. Any donation you make to United Way of Northwest Alabama qualifies as a deduction on your personal or business taxes.

6. Any of us could benefit from our collaborative partners’ services. The programs we partner with aren’t just for the “other guy”. Our collaborative partners serve a broad spectrum of the population, from the hungry and the homeless to hard-working employed people who just need a hand up to get through a tough time. In fact, one out of every three people living in Northwest Alabama benefits from the services of a United Way of Northwest Alabama collaborative partner.

5. United Way of Northwest Alabama collaborates with the community. United Way of Northwest Alabama works with businesses, faith-based organizations, local government, the non-profit sector, and many other community groups to build the infrastructure we need to proactively tackle our biggest challenges.

4. You get the biggest bang for your buck. When you give once to United Way of Northwest Alabama, you are really joining with the entire community to invest in twenty-two collaborative partner programs and the services they provide to people locally.

3. It feels good. When you invest in your community through United Way of Northwest Alabama, you have the satisfaction and confidence of knowing that you, personally, are helping to sustain and improve the lives of your friends, neighbors, co-workers, and maybe even your own family members.

2. You are part of real solutions. United Way of Northwest Alabama is interested in more than “band-aid solutions”. We know that long-term community impact comes only from forward-looking and thoughtful planning.

1. It matters. And that’s the bottom line.
CAMPAIGN MATERIALS AND RESOURCES

We understand that people are busy and the operation of the United Way of Northwest Alabama campaign is in addition to all of your other job responsibilities. With that in mind, we want to give you all the tools, resources, and help you need to make your campaign a success without becoming a burden. Here is a list of the campaign materials and resources that are available to you on our website that will help make your campaign a success.

- **Brochures**
  Offers an overview of our focus areas - Education, Heath, and Financial Stability.

- **Flyers**
  Print off important United Way of Northwest Alabama information to post around the office or hand out to employees.

- **Forms**
  Download the form to request a speaker or a tour, as well as the Goal Setting Worksheet.

- **Logos & Pictures**
  Add a United Way of Northwest Alabama logo and/or pictures to what you send out to your employees.

- **Success Stories**
  Print or send via email to employees to showcase United Way of Northwest Alabama’s success in the community.

- **Templates**
  View sample kickoff, reminder, and thank you emails.

- **Videos**
  If you need help with your campaign, ask about our helpful videos!

To find these materials on our website, simply go to:
www.uwnwal.org
and visit the Campaign Toolkit under Campaign.
FUN CAMPAIGN IDEAS

BAGGING IT: Designate a day as “Brown Bag Day”. On that day encourage staff to bring their lunches and donate the money that they would ordinarily spend on going out to lunch to United Way.

BASKETBALL SHOOTING CONTEST: Set up a basketball hoop outdoors and have employees pay a dollar to see who can sink the most baskets. The money goes to United Way and the winner gets a cool prize. Consider having a waste basket version indoors.

BINGO: Sell bingo cards to employees and schedule a game. In place of traditional bingo, consider eBingo. Set an amount for each participant to pay to play. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. Use donated prizes for the winners for either version.

CASUAL DAY: Sell Casual Day passes to employees to allow them to dress casually for a day for each pass purchased. You can also have a “Spirit Week” theme. For example, instead of just jeans, try Silly Hat Day, Outrageous Sock Day, or Sports Team Day.

CEO CAR WASH: Invite employees to donate $5.00 to have their car washed by their CEO.

CHILI COOK-OFF: Employees cook their favorite chili. Organize a panel of “expert” judges to decide on the best recipe. Charge employees to eat lunch and to cast their vote for the best chili.

EXECUTIVE RACE: Set up a relay course for executives to go through on rolling chairs or tricycles. Use a stop-watch to time contestants, and the contestant with the best time wins a prize. Observers wager $1 on their favorite contestants.

ICE CREAM SOCIAL: Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

PET LOVE: Ever hear pets look like their owner? Test this theory by having employees try their luck at matching a pet picture to its correct owner. Charge employees $2 per ballot to participate. Give a prize to the person who gets the most right answers.

POTLUCK PAYOFF: Organize a potluck lunch and have everyone bring a favorite dish. Charge employees to have lunch.
PUMPKIN CARVING CONTEST: Hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization. Invite employees to enter carved pumpkins individually or by group. Charge $5.00 to enter and $1.00 per vote. Award prizes in categories such as:
- Best Traditional Pumpkin
- Most Creative Pumpkin
- Best Effort by a Group
- Best Effort by an Individual

Wii TOURNAMENT: Pit employees against each other in a Wii tournament. Charge a $5 entrance fee. Contestants can sign up for Wii sports- bowling, tennis, boxing, golf, or baseball, or any other game/s you may have available. Have employees compete against each other head to head with the winner advancing up one bracket. Winner in each event can win a prize. Observers can place $1 bets on who will take each sport category.
United Way of Northwest Alabama is offering its own incentive - the Donor Discount Card!

**What is the Donor Discount Card?**
To say “thank you” to our generous United Way donors, we are providing a discount card with offers from local business.

**Who can get a Donor Discount Card?**
This incentive is available to every company that is participating in the 2015 Campaign. Each person who donates at least $52/year to United Way will receive as a “thank you” one of the Donor Discount Cards.

**How will donors receive their Donor Discount Card?**
Once your company has completed its campaign, be sure to let your Loaned Executive know your company’s details, including number of givers, and how many employees gave at least $52/year. Once United Way of Northwest Alabama has received and processed your company’s information, we will mail your Donor Discount Cards to you for distribution among your donors.

### 2017 Donor Discount Offers

**United Way of Northwest Alabama**
Expires August 31, 2018

- **Jack’s**: Buy any lunch or dinner combo and “make it large” for FREE.
- **Wideman Cleaners**: 20% off dry cleaning. Valid at all locations.
- **Austin’s Shoes**: 15% off any regular price athletic shoes.
- **Texas**: Free blossom with purchase of 2 entrees. Limit 1 per table.
- **YMCA of the Shoals**: No joining fee at YMCA of the Shoals.
- **Express**: $5 off oil change. 10% off mechanical work (excludes tires; $50 max discount).
- **The Arty Place**: $5 off during open studio. Located in Muscle Shoals.
- **The Salvation Army**: 10% off purchases at Family Thrift Stores (excludes furniture).
- **Yummy’s Bakery**: Free cupcake with purchase of sandwich, chips and drink. Florence Blvd in Florence.

**Honeybaked Ham**: 50 cents off any lunch box order.

*Present card before ordering. All offers are for equal or lesser value unless otherwise stated. Value for the cardholder only. Not to be combined with other sales, discounts or coupons. Customer retains card.*
If you need a few ideas to help you write your letter/s for your CEO, Manager, Co-worker, or Leadership Campaign Chair to send to your employees, here are a few templates to get you started.

You can also find these templates on our website in the Campaign Toolkit under Campaign.

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Dear [NAME],

[DATE] begins our United Way of Northwest Alabama campaign efforts. During the coming weeks, each of you will have the opportunity to make a difference in the lives of thousands of people in our community through [COMPANY NAME]’s employee workplace campaign.

Together, United Way of Northwest Alabama and [COMPANY] are strengthening our community and changing lives right here in our community. Today, let’s continue our legacy of commitment to our community by giving to help those least able to help themselves.

Contributions to United Way of Northwest Alabama support programs at 22 local organizations. Your support helps children and youth achieve their potential, empower families and individuals to become financially self sufficient, and ensures everyone is healthy and avoids risky behaviors.

Many non-profits can address one aspect of a situation, but only United Way of Northwest Alabama can bring people and resources together to focus on key problems and strategically invest in the solutions to those problems. No other charitable organization can do that, making United Way of Northwest Alabama a powerful force for good.

I challenge you to take it a step further. Let’s make United Way of Northwest Alabama something we keep in mind year-round, rather than something we remember in [MONTH]. Your gift helps bring people and resources together to improve lives every day of the year.

If you are a current United Way of Northwest Alabama donor, I urge you to continue your support through payroll deduction. If you’re a new donor, welcome! Whatever you choose to give is needed and appreciated.

I believe that [COMPANY] has a commitment to the greater community to serve those who are at risk and in need. Please join me in supporting United Way of Northwest Alabama and taking part in the solution.

Sincerely,

[NAME]
At [company name] we’ve earned a reputation for caring about our community. Soon you’ll have the opportunity to show that you care in a concrete way by supporting the United Way of Northwest Alabama annual campaign. This is your chance to make our community better and change thousands of lives right here. With one gift to United Way of Northwest Alabama, you will touch the lives of more than 50,000 individuals and families.

Only through giving to United Way of Northwest Alabama can one investment have as much impact on improving lives and strengthening our community.

Please join me in supporting this year’s effort by contributing what you are able.

It is all of us giving together that make this community stronger.

Sincerely,

[CEO]

Dear [NAME],

During the coming weeks, each of you will have the opportunity to make a difference in the lives of thousands of people in our community through [COMPANY]’s employee workplace campaign.

Your enthusiastic support and generous contribution enables United Way of Northwest Alabama to address the most important needs in our community.

Contributions to United Way of Northwest Alabama support 22 programs at local non-profit organizations focused on helping children and youth achieve their potential, empowering families and individuals to become financially self sufficient, and ensuring everyone is healthy and avoids risky behaviors. United Way of Northwest Alabama also collaborates with the business sector, clergy, all levels of government, and non-profits to help our community become an even better place for everyone.

Many organizations can address one aspect of a situation, but only United Way of Northwest Alabama can bring people together to focus on key problems and strategically invest in the solutions to those problems. No other charitable organization can do that; that’s what makes United Way of Northwest Alabama such a powerful force.

This is why I LIVE UNITED and why [COMPANY] takes our United Way of Northwest Alabama campaign very seriously. When we contribute, we reach more individuals and accomplish more than we could ever do alone.

Together we can strengthen communities and change lives, right here in our area. I ask you to consider joining me in my support of United Way of Northwest Alabama.

Sincerely,

[NAME]
2017 UNITED WAY OF NORTHWEST ALABAMA
COMPANY COORDINATOR HANDBOOK

EXAMPLE 1

All of us wear a number of different hats in our daily lives—that of spouse, parent, employee, union member, citizen. And each year around this time, we’re asked to wear yet another hat: that of United Way of Northwest Alabama donor.

Organized labor, business, and United Way of Northwest Alabama have long worked together as a team to ensure that the health and human service needs of our community are met. We are all proud of our history of support for United Way of Northwest Alabama.

This support allows United Way of Northwest Alabama to make a real impact on the lives of people in need in our own community. Through your donation, you are helping those least able to help themselves.

Because United Way of Northwest Alabama conducts a single, community wide campaign, operating costs are low. This means your gift goes to critical services--funding programs and services for people in need, right here at home.

United Way of Northwest Alabama carefully manages every contribution it receives. Trained volunteers from the community spend countless hours reviewing programs and deciding where your gift can make the most impact with the greatest efficiency.

We hope you will give generously this year. Please join us in making this year’s United Way of Northwest Alabama campaign a success.

Sincerely,

[Labor and Management Leader]
Each of us wants a healthy and positive environment in which to work and play. At the same time, we recognize that our society is not perfect, that problems do exist. We know, too, that as individuals, we can do something to help. Through United Way of Northwest Alabama, our individual efforts can make a larger impact.

United Way of Northwest Alabama supports a network of services that help people day in and day out, all year long. By contributing to United Way of Northwest Alabama, we each become part of that continuum of caring.

I thank each and every one of you who contribute your time, talent and money to United Way of Northwest Alabama. And, in light of the continuing and ever increasing needs here in our community, I urge you to be even more generous this year.

From personal experience, I know that the more I get involved with United Way of Northwest Alabama, the more I am committed to it. I hope your involvement has been equally rewarding.

To those of you who haven't experienced that reward, I issue this challenge: become knowledgeable about United Way of Northwest Alabama. Find out, firsthand, what it is and how it affects you and your family, friends and neighbors.

If you accept this challenge, I'm confident you will be convinced that together we're better.

Sincerely,

[Labor and Management Leaders]

As a co-worker and United Way of Northwest Alabama volunteer, I would like to thank you for your support. Last year, our employee group generously donated [$_______] to help our neighbors in need through United Way of Northwest Alabama’s annual campaign.

Since United Way of Northwest Alabama is an independent, local organization, your gift is put to work right here in our community supporting 22 local agencies making a real difference in the lives of your friends, family and neighbors. Some of these agencies receive up to a 4 to 1 match for their United Way dollars.

Every year, local United Way of Northwest Alabama volunteers spend countless hours visiting agencies, reviewing community needs, monitoring the outcomes of programs and services year-round to ensure that your gift is used wisely.

Through a payroll deduction contribution to United Way of Northwest Alabama, just a few dollars out of every paycheck goes a long way. Your gift, combined with many others, allows you to make a real difference in improving the lives of your neighbors.

When you give, you can choose to invest your contribution in the maximum impact fund benefiting the most programs and serving the most needs, or through specific impact areas or organizations. However you choose to give, United Way of Northwest Alabama works hard to ensure that you receive the best return on your investment.

Our goal this year is to raise [$_______] from our employees during our campaign from [d/m/yy to d/m/yy]. Please join me in supporting this year’s campaign.

Sincerely,

[Co-worker name]
Dear Fellow Employee:

United Way of Northwest Alabama needs our help, just as it helps people throughout our area. By contributing to this year’s campaign, you help support 22 health and human services organizations which are vital in maintaining and improving our quality of life in Northwest Alabama.

Many people, including some of your neighbors and friends, will use the services provided by United Way of Northwest Alabama’s partner programs during the coming year. In fact, one out of every three people in our area uses these services each year. With your help, United Way of Northwest Alabama reaches people during each age and stage of their lives with services benefiting both young and old, and everyone in between. Your contribution helps children and youth achieve their potential, empowers families and individuals to become financially self sufficient, and ensures everyone is healthy and avoids risky behaviors.

The need for such services continues to increase as government funding continues to decrease. Stronger local human and health service organizations are essential to help those least able to help themselves.

Our campaign at [company name] is now underway. A fellow employee will soon contact you and ask for your support. If we all do our part now by pledging our individual gifts, we can help ensure that these services will be available to all who need assistance.

Please consider this opportunity to make a difference in our community. Won’t you join me in making a pledge that will help keep our community a good place in which to work and live?

Sincerely,

[Co-worker name]

At [company name] we have always prided ourselves on our leadership and dedication to our community. United Way of Northwest Alabama is committed to focusing on the most critical needs in the community. Only through giving can your one investment have as much impact on improving lives and strengthening our community.

That is why our company actively supports United Way of Madison County’s annual campaign. As we begin the [YEAR] campaign, your continued support and generosity are appreciated. Your leadership and commitment inspire the generosity of others.

As you consider your investment in United Way of Northwest Alabama, I hope you give serious thought to [continue giving at/giving at] the leadership level.

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<th>Amount</th>
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<tbody>
<tr>
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<tr>
<td>Silver Feather</td>
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<tr>
<td>Gold Feather</td>
<td>$5,000 - $9,999</td>
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<tr>
<td>Toqueville</td>
<td>$10,000 and up</td>
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Thank you for considering a gift at the leadership level. It is donors like you, and all of us giving together, who make this community stronger.

Sincerely,

[Workplace leadership campaign chair]
E-mail messages to promote United Way of Northwest Alabama

While we all have become “high tech,” we still can be “high touch.” Here are some examples of e-mail messages you can use throughout the campaign to educate and inspire your co-workers to give to United Way of Northwest Alabama.

• Did you know that United Way of Northwest Alabama is an independent, community controlled organization? Your gift is put to work right here in our community supporting 22 health and human service organizations that make a real difference in the lives of your friends, family and neighbors.

• Did you know that every year United Way of Northwest Alabama volunteers spend countless hours reviewing community needs, meeting with agency staff, monitoring the financial and programming aspects of programs and services to ensure that your gift is used wisely? There are so many worthwhile organizations; it’s difficult to decide which ones to support. United Way of Northwest Alabama volunteers work as your partner in making these important decisions.

• The United Way of Northwest Alabama Campaign is here and giving is easy. Your payroll deduction gift means that just a few dollars out of every paycheck goes a long way to help your neighbors in need. You can feel good about your gift to United Way of Northwest Alabama, knowing that you are making a real difference, right here at home.
United Way of Northwest Alabama is a leader in the community, uniting volunteers and re-sources to solve community problems and address health and human service needs through programs and initiatives.

Our Mission

To improve lives by mobilizing the caring power of the community to create lasting change.

Our Vision

A stronger, healthier Northwest Alabama, with more opportunities and fewer obstacles to success for individuals and families; for a community where youth succeed in school and become productive members of society, everyone is healthy, individuals and families are economically stable, seniors and disabled adults maintain their independence and enjoy a better quality of life, and emergency needs of individuals and families are met.

Our History

The concept of a community wide campaign was born out of necessity. Local community leaders say that many social welfare needs were going unmet. This early movement that began in the 1800’s spread across America. Today, there are over 4,000 community-based United Way chapters representing 46 different territories and countries around the world.

In 1943, the appeal for the Alabama War Fund and the Northwest Alabama social services were combined under the name “The Community Chest”. With the slogan “The Golden Rule in Action”, volunteers embarked on the inaugural united drive, eventually raising $64,068.

In 1955, Lauderdale County United Fund was incorporated and raised $100,000 in their first year. The United Fund of Colbert County was incorporated in 1958 and in 1984, the two combined to form United Way of the Shoals Area. Finally in 2001, the Franklin County United Way merged with the Shoals Area to become United Way of Northwest Alabama, Inc.

Today, United Way of Northwest Alabama funds 38 programs with 22 collaborative partners and two internal initiatives focusing on education, financial stability and health related issues.
THE ELEVATOR SPEECH

LIVE UNITED means that together, united, we can accomplish more than any one of us could do alone. And when we reach out a hand to one, we improve the lives of many.

United Way of Northwest Alabama’s mission is to help those least able to help themselves. We envision a community where everyone is healthy; our youth succeed in school and become productive members of the community; the emergency needs of individuals and families are met; individuals and families in Northwest Alabama are economically stable; and seniors and disabled adults maintain their independence and enjoy a good quality of life.

To accomplish this, United Way of Northwest Alabama focuses on three impact areas: education, financial stability and health. We’re working to build lasting opportunities for a good life for all who live in Northwest Alabama. That’s what we mean when we say LIVE UNITED.
You can expect at least some of the people you solicit to object, particularly when you ask them to increase their pledges. Objections are a natural part of the soliciting process, so they should be regarded as welcome signals that you are doing your job the way it should be done. However, unless you really understand what objections are and how to handle them, they can present problems.

Here are some tips to help you successfully handle them.

1. **IT'S NOT PERSONAL.** An objection is never directed against you; it is directed at the idea you are representing.

2. **IT'S PROBABLY NOT REAL.** Most objections are covers rather than sincere objections. You have to probe rather deep to uncover the real thing.

3. **BE SYMPATHETIC.** Listen carefully to what your prospect says, sympathize, and be concerned without necessarily agreeing with him/her.

4. **HANDLE OBJECTIONS.** The operative word here is handle, not answer. You can't answer an objection because it is almost always more imagined than real. Obviously, you can't logically answer an imaginary argument; you must handle it, go around it, or deflect it.

5. **DON'T ARGUE.** If you argue with an objection, you will force your prospect into defending it, which he/she will resent. Remember the old adage about winning the battle but losing the war? As a solicitor, you may win an argument but will lose your contribution.

6. **ENCOURAGE HIM/HER TO TALK.** When he/she voices an objection, let him/her expand on it at length. If the objection is insincere, illogical, or both, it will tend to fall of its own weight as he/she articulates it.

7. **ABOVE ALL – RELAX AND BE YOURSELF.** You shouldn't feel that your job is to match wits or verbally “fence” with your prospect with rhetoric. You have an important idea to present and you should be absolutely straight forward in so doing. Remember the solicitation interview isn't a “win-lose” situation.
HANDLING OBJECTIONS TECHNIQUE: FEEL, FELT, FOUND

1) First empathize with them, let them know that you understand how they feel.
2) Then tell them about somebody who felt the same way.
3) Then tell them how that other person found that things were not so bad and that they could do what they were being asked or a portion thereof, and it was actually a very good thing to do.

Example: I can’t afford to give!

“I understand how you feel. Many others have felt the same way. And what they have found is that they could do something. It may not be as much as some others, but it is what they can do. Each decided they could do something and felt better for being able to do so.”

“I know how you feel that you can’t afford to give. I felt the same way when I first looked at it. But then I thought if it is tough on me, what it must be like for those who really need help! Then I found that I could do something and I enjoyed being able to join with all of the others who were helping.”

By empathizing with how they feel, you are building harmony with them to create rapport. When you talk about how somebody else felt, you move the focus to a more objective place which they are likely to trust more. This also makes them a part of a group so they do not feel alone. When they are attached to that group, then you move the whole group by telling how the person in the group changed their mind. The donor, being attached to the group, should change their mind at the same time.
FREQUENTLY ASKED QUESTIONS

To help you feel more comfortable handling a wide variety of questions, we have listed some of the most frequently asked questions as well as corresponding answers. Reviewing them in advance of your campaign can help you and your campaign team feel confident and well prepared.

HOW IS UNITED WAY DIFFERENT FROM OTHER NONPROFIT ORGANIZATIONS? United Way takes on the problems that one person or one agency cannot solve alone. We go beyond fundraising by researching the needs of the community and bringing the right resources and people together to solve tough local issues. No other nonprofit brings together government, businesses, religious organizations, and nonprofits to develop health and human service strategies. We fund programs that are meeting people’s needs today, and we are working on innovative solutions for lasting change. In addition to raising funds and investing them back into the local community, United Way also leads the community in times of need.

WHY GIVE TO UNITED WAY? It makes a difference. You are making an investment that benefits the entire community, not just one program, issue, or population, and this leads to a stronger, more sustainable place to live and work. United Way leverages your contribution by combining it with others and strategically investing in results-driven programs and initiatives to maximize the impact we have in the community.

WHAT IS THE FOCUS OF United Way of Northwest Alabama? Here at United Way, we focus on education, financial stability and health as the building blocks of a good life. Visit our website (www.uwnwal.org) to see our latest work and initiatives in these areas.

WHAT IF I DON’T THINK I CAN AFFORD TO GIVE? By using United Way’s payroll deduction plan, you can invest a small amount each pay period and see it add up to a significant gift by year’s end. Skipping just one trip to the vending machine a week can add up to almost $50, which could provide a meals for nearly a month for a home-bound senior or disabled individual.

WHERE DOES THE MONEY GO? A volunteer team of experts in our three focus areas- education, financial stability and health- ensure your money is invested wisely in collaborative partner programs that help those least able to help themselves. These programs include after-school and mentoring activities that keep children safe and productive when they are not in school, financial literacy to help people achieve economic stability and self-sufficiency, health and dental clinics in underserviced areas, and more.
HOW DO PEOPLE GET HELP FROM UNITED WAY? United Way supports 41 programs that help people every day. A list of our partner agencies and internal programs can be found on our website (www.uwnwal.org). People looking for assistance can also contact 2-1-1.

WHAT PERCENTAGE OF MY DONATION IS RETAINED BY UNITED WAY? Roughly fourteen cents of every dollar raised by our United Way is used for administration costs, making it one of the lowest overhead costs of any major nonprofit organization. United Way of Northwest Alabama is efficient because community support keeps costs low - including extensive volunteer leadership and in-kind donations.
CONTACT US

Beth Haddock
Executive Director
bhaddock@uwshoals.org

Emily Rhodes
Success by 6 Director
successby6@uwshoals.org

Niles Floyd
Director, ASECCC and CFC
cfcshoals@uwshoals.org

Indigo Fort
211 Information & Referral Development Manager
211dev@uwshoals.org

Rebecca Lopez
Campaign Director
campaign@uwshoals.org

Myra Childs
211 Information & Referral Program Manager
211@uwshoals.org

Kerry Del Pizzo
Community Impact & Communications Director
cimpact@uwshoals.org

Krista Manchester
Help Me Grow Coordinator
helpmegrownwal@gmail.com

LOOK FOR US ON: