

# MEETINGS

Following these simple suggestions will lead you to successful solicitations.

## PERFECT ONE-ON-ONE ASK

**Schedule** a convenient time to meet.

**Think** about the employee. What are his/her interests?

**Explain** why you give. Share a personal story.

**Explain** how United Way of Hall County is meeting the needs and challenges in our community.

**Ask** open-ended questions and listen. Be ready to change your appeal based on what your coworker tells you about his/her interests.

**Explain** pledge forms and choices.

**Ask** for a generous contribution and suggest becoming part of one of our affinity groups.

After all discussions, thank the employee for taking the time to listen and discuss how we can better serve our community.

## PERFECT GROUP ASK

**Invite** a United Way representative to present to all employees.

**Bring** food and they will come! Having snacks like popcorn, cookies, coffee and juice helps.

**Share** any brief, positive, personal experiences they have had with United Way of Hall County

**Pass Out** pledge forms and have pens for signing.

**Ask** those attending to give, and mention guidelines such as one hour's pay per month.

**Ask** for pledge forms to be returned at the end of the meeting (or an appropriate date within the campaign timeline).

**Be Prepared** to answer questions.

**Thank** everyone in the audience, even non-contributors, for their attendance, taking the time to listen and discuss our community and for their donations.

**The Group Ask** doesn't require an extra meeting.

**You Can** easily build it into a regularly scheduled meeting by asking for 10-20 minutes on the agenda.

One-on-one follow-up is needed for employees who were unable to attend the group meeting or have not returned their pledge form by the requested date.

## **GROUP PRESENTATION OUTLINE:**

### **OPENING** (CEO/Senior Leader)

- Thank guests for attending.
- Talk about the company's support of United Way.
- Provide details about the campaign.

### **MIDDLE** (United Way Representative)

- Describe how United Way improves lives in our community.

### **MIDDLE** (Storyteller)

- Story/Testimonial

### **CLOSING** (ECC)

- Recap the value of United Way.
- Make the ask for contributions.
- Give instructions about the upcoming events and deadlines.
- Thank the employees and allow questions to be asked.