



Education for a One-on-One Ask:

The second form of education and solicitation is the one-on-one approach, where individual employees are contacted and asked to make a pledge. The following 5 step approach is the most effective one-on-one solicitation technique:

Step 1: Make Your Introduction and Opening Comments:

1. Explain how United Way works and why you volunteer for United Way
(See “Elevator Speech”)
2. Point out that United Way's Community Impact Fund helps to support local health and human service programs in the community focused on (1) School Success (2) Workforce Development and (3) Basic Needs
3. Make it clear that 86% of all gifts to United Way's Community Impact Fund go directly for services.
4. Note that United Way is a community leader in identifying and solving local problems, working in partnership with other community and civic organizations to make best use of limited resources.

Step 2: Answer Questions:

Answering questions about United Way gives you the opportunity to tell your fellow employees more about the work of United Way. ***See “Questions and Answers” section of this manual. If you are asked a question that you cannot answer, please call United Way at (252) 758-1604 or send an e-mail to uway@uwpcnc.org.***

Step 3: Ask For the Gift:

You've answered the person's questions. Now you're ready to ask for the pledge. Again, encourage each person to give a payroll deduction “fair share” gift and to give as generously as possible. A “fair share” gift is one hours pay per month.

Step 4: Explain the Pledge Form

Step 5: Say Thank You:

Thank the person for his or her time and gift. Assure the individual that the contributions will be used to solve pressing needs in our community.

Questions? Contact the United Way office at 252-758-1604 or via email uway@uwpcnc.org.

