

HOW TO MAKE THE ASK

Making the ask is crucial to reaching your campaign goal. Why? The **#1 reason people don't donate is because they weren't asked**. We know that asking for support can be intimidating, but it doesn't have to be.

Fundraise like an expert with these tips:

1. Be prepared.

Become a strong advocate for United Way and take some time to get to know who we are! Learn how to respond to common questions, so you can feel empowered to make your ask. We also recommend you [read the stories of local people who have been helped](#) to better understand why our work is vital to those in our community.

2. Ask one-on-one (and understand your donor).

United Way's research shows that a peer-to-peer ask is the most effective way to ask for a pledge. Think about how to personally connect to different individuals within your office. For example, **48 percent of millennials report that Corporate Social Responsibility is important to them**, so talking to them about why your company supports United Way could really resonate with them.

Pro tip: Purina uses 100+ associates to make the ask — every floor, every building, every department has a recruited ambassador.

3. Plan events and use the group setting.

Use events, rallies and agency speakers to make the ask. Inspire and educate your employees with these events, so they can feel more connected to the cause. In-person connections are a large part of creating donor loyalty. In fact, **74% of individuals surveyed are much more likely to donate after a volunteer event**.

4. Be sincere.

Authenticity is key, which means **speaking from the heart will better connect your employees to the cause**. Giving time and money is extremely personal and donor giving is driven by **three main things**:

1. Being passionate about the cause
2. Knowing an organization depends on donations
3. Being personally connected by knowing someone affected by the cause

How can you connect with a prospective donor with any of these three points? By understanding who United Way helps, the agencies we support, and the causes we align with, you're able to talk about the efforts that mean the most to you.

Helping people.



5. Make it personal.

Whether you're talking to someone making a first-time gift or asking for an increase, be specific with your ask. **Over 70% of donors say they engage more with a cause that has personalized content and communication.** For example, personalize employees' pledge cards with suggested amounts or last year's gift amount to personalize the ask.

Pro tip: Bayer's Global Chief Operating Officer, based in St. Louis, personally reaches out to St. Louis area retirees to participate in the Bayer United Way campaign.

6. Don't forget to say, "thank you!"

People want to feel appreciated when they do something positive, and your campaign is no exception. **Forty-four percent of donors say they wouldn't mind receiving a personalized thank-you email.** It's that simple to show your appreciation! Through their support of United Way, your coworkers are helping to create a better St. Louis region for all!

SAMPLE ASK EMAIL

From: [company's CEO or ECC]

To: [company name] employees

Subject: Our community needs YOUR help this year

Dear [employee first name],

United Way of Greater St. Louis supports many local nonprofits and community agencies that provide in-depth and critical health and human services to people throughout our region. Today, I'm asking you to **please join me and our colleagues in giving to United Way to help people in the St. Louis region** with senior care, job training, early childhood education, financial literacy and more – people like Maya.

Battling a brain tumor, Maya needed help to make sure her daughter's life wasn't disrupted like hers. She leaned on a United Way supported agency to make sure that Mila had everything she needed to grow, learn and keep being an amazing child.

Whether it's the need of a family today or the need of an entire community for the next generation, United Way fights for a better future for the St. Louis region. Please consider making a gift to United Way today to help people live their best possible lives.

Thank you for your support.

Sincerely,

[CEO or ECC signature]

All United Way campaign materials are available for download at HelpingPeople.org/campaign-hq.

Helping people.

