

THE ART OF ASKING

MAKE YOUR GIFT FIRST.

It is easier to make their commitment when they know you're a supporter. Your contribution says: I believe in United Way and our community.

EXPLAIN THE POWER OF UNITED WAY.

United Way focuses resources on significant community needs. Your donation to United Way of Alamance County not only supports programs that help people who need it most, but also:

- Helps children to be ready to succeed in school and youth to fulfill their potential
- Promotes financial stability and independence for individuals and families
- Improves access to critical health services to all

LIST THE WAYS TO GIVE.

Options include: payroll deduction, billing, check, cash, credit card, online, stocks, etc. Gifts can also be made in honor of someone. By giving \$500 or more, you qualify for the Leadership Circle and are recognized in the Times-News.

RESPOND TO QUESTIONS.

Always respond positively. Every comment is a chance to educate others about United Way and our community. If you don't know the answer to the question, be honest and tell them you'll find out and get back with them. See the FAQ page for examples.

ENCOURAGE AND ASK.

Encourage everyone to give through payroll deduction. Small monthly gifts grow to a larger annual contribution and they won't miss it from their pay check. Let them know that any amount can make a difference. Set a clear deadline for turning in the pledge form. Don't forget to mention the Auto Rally and their chance to win a brand new car!

THANK YOUR DONORS.

Say thank you to your Coordinators and CEO's.

(336) 438-2000
www.uwalamance.org



United Way
of Alamance County