

LIVE UNITED™

Valley of the Sun
United Way



Sample Pitch

We have an **opportunity** to make a big difference in our community. That's why we're joining efforts with **Valley of the Sun United Way**, the **largest** nonprofit provider of health and human services in Maricopa County.

By supporting United Way, you are **improving the lives of many**. Your gift helps **prepare our children for success** in school and life, provides tools for **individuals and families to become financially stable**, and addresses the critical basic needs of individuals and families experiencing **hunger and homelessness**.

Now more than ever, **we can impact our community**. Please join me by making a commitment to United Way to help provide the **necessary resources** to our community's most vulnerable populations.

Five Steps of a Successful “Ask”

1. Get the donors undivided attention

- Start the discussion on a positive, friendly note.
- Explain the purpose of your visit.
- Find out what they know about United Way.

2. Explain the purpose of United Way & why you support it

- Bring United Way materials and be prepared to explain them.
- Share a personal story, success story, or United Way facts.
- Provide a Valley of the Sun United Way brochure to each person.

3. Ask for the pledge

- With new givers, ask for a first-time gift.
- For annual givers, encourage an increase.
- Consider asking for a specific increase, such as \$1 more a week or pay period.
- Remember, you are not asking for yourself; you are asking on behalf of someone who needs help.
- Offer incentives for turning in a pledge form.

4. Answer questions and handle concerns

- Know your materials and answer questions honestly – never guess. If you don't know the answer to a question, let the donor know you will find out and then follow up with your United Way representative.
- Recognize that some donors have real concerns; people have a right to feel good about their gift.

5. Say thank you

- Regardless of what the donor decides, thank them for their time.
- People like to know their gift is appreciated.