



United Way of Southeast Arkansas
Fall Campaign

Campaign Solicitor Guide

CAMPAIGN:

*A connected series of planned procedures
designed to bring about a desired result.*

Thank you for agreeing to serve as a volunteer to solicit others for United Way. Your role is important in the success of the United Way Campaign. You will talk to more people on a one-to-one basis than anyone else in the campaign.

This Guide will help you by answering your questions and giving you pointers on how best to approach your prospects and ask them for their pledges.

*There are many good reasons
for giving to the United Way:*

- *The United Way* campaign eliminates multiple appeals, saving time of both the contributor and the volunteer.
- *The United Way* promotes volunteerism through citizen involvement and unites our community.
- *The United Way*, through its volunteer allocations panels, provides a balanced and rational approach to distributing money based on local community needs.
- *The United Way* partner agencies are the most inclusive, representative group of health and human care service ever established. See the employee brochure for a complete list of agencies.
- *The United Way* is the most efficient charitable organization in America, keeping fund raising costs low.
- *The United Way* funds many vital health and human care services.

United. We're changing lives.

United Way: The way southeast Arkansas cares

QUESTIONS AND ANSWERS

Here are several questions and concerns that regularly are asked. In fact, you may have wondered about some of them, too. So we've compiled a list that will help you talk with fellow employees about their United Way gift.

If They Say...

...I can't afford to give!

...I don't want to give because I don't like a particular United Way agency!

...I live in a different county from where I work. Can I designate money back to my home county?

...I don't live in a county which has a United Way campaign, so I'm not going to give!

...How does United Way's administration and campaign expense compare with other charities?

...I heard some news about the United Way that I don't like!

...Why do some agencies charge fees?

...My spouse gives, why should I?

...Why does the United Way tell me what to give?

...Why don't all the local charitable organizations belong to the United Way?

...I work for a living, I pay my own way!

...One of my friends didn't get help when he/she needed it!

Response...

Most of us spend more money on non-essentials than we realize. Just a few dollars a week, through payroll deduction, can help us help others who are having a difficult time, while spreading out our gift through the entire year. This makes helping easier.

Is it fair to penalize all United Way agencies because you don't like one of them? Obviously, not every agency appeals to every contributor. But the United Way system of citizen review assures givers that all agencies are providing needed services, and that funds are distributed fairly. However, if you feel strongly about it, you may designate your gift to one or more agencies that you want to support.

Yes. Most counties in Southeast Arkansas are a part of the United Way of Southeast Arkansas. And, most all of our partner agencies provide services to counties in Southeast Arkansas, so your gift will help the people in your area. This allows your gift to go to people who need help the most — right here at home.

United Way serves people in all counties throughout Southeast Arkansas. Many agencies are based in Jefferson County, but serve people in all counties of Southeast Arkansas, so you can be sure that your gift will help your county.

United Way of Southeast Arkansas' fund raising and administrative costs are among the lowest of all non-profit organizations. Overhead costs at United Way of Southeast Arkansas are below the national average for all United Ways our size.

When you hear about the United Way, take time to find out which one of the 1,400 local organizations is in the news. Each one of the 1,400 United Ways across the country operates as an independent unit under local control. United Way agencies and services are different in each community. Volunteers in our area decide how our funds are best used to meet local needs, and 99 cents out of every dollar contributed stays right here to help people in Southeast Arkansas. When in doubt, call the United Way at 534-2153 for the facts.

No one is denied services from the United Way agency because he/she is unable to pay. However, if someone is financially able, he/she may be expected to pay all or a portion of the cost of the services received. This stretches your United Way dollars, allowing even more people to be helped.

Because your spouse's gift is based on his or her income, not on your combined income, and because charitable giving is a personal commitment. Each of us can show our concern for others by contributing individually. And, you are more able to give because of two incomes than you would with just one.

They don't. The amount of your personal contribution is a matter which only you can decide. The suggested giving guide is nothing more than a suggestion or recommendation based on average community giving. It was developed after so many people asked, "How much should I give? How much do others give?"

Any nonprofit health and human services agency is welcome to apply to United Way. However, some agencies choose not to participate.

If you never use these services, you are fortunate. Some things we cannot control: mental illness, birth defects, floods, fires, or tragedy that accidents bring. When these things happen, you, like anyone else, will ask, "Where can I turn?" The answer might be to turn to the agencies of United Way, but these services will only be available if we continue to give.

Contact the United Way office with the name of the person involved, the agency, and the nature of the situation and they will find out why. Occasionally a slip-up might occur, especially when thousands are helped each year.


United Way: The way southeast Arkansas cares

PLEDGE CARDS

It is important that you have a signed pledge card from each donor, showing the amount they wish to contribute to the United Way.

Even if they choose not to give, you should ask for the return of the signed card, so you can keep track of all your contacts, and know that the goal "For Every Person To Have The Right Kind Of Opportunity To Understand And Decide" has been reached.

The best time to have the card completed, signed and given to you, is when you ask for the pledge as part of Step 5 in your "Six Step Call." If for some reason, the person is unable to make a pledge at that time, please keep the pledge card and follow-up as soon as possible.

UNITED WAY OF SOUTHEAST ARKANSAS PLEDGE CARD	
PAYROLL DEDUCTION	<input type="checkbox"/> I support the United Way at the GUIDELINE FOR GIVING LEVEL . See suggested Guideline for Giving Chart to the right. <input type="checkbox"/> This pledge will continue as long as I am employed here or until I cancel it. Check here only if pledge meets or exceeds Guideline For Giving.
	I pledge \$ _____ per pay per oc for an Annual Pledge of \$ _____
NON-PAYROLL DEDUCTION	<input type="checkbox"/> I pledge \$ _____ Donated Now \$ _____ Balance Due \$ _____
	<input type="checkbox"/> CHECK/CASH ATTACHED <input type="checkbox"/> BILL ME: <input type="checkbox"/> MONTHLY <input type="checkbox"/> QUARTERLY <input type="checkbox"/> SEM-MONTHLY <input type="checkbox"/> ANNUALLY ADDRESS _____ CITY _____ STATE _____ ZIP _____
Credit Card:	<input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa Expiration Date _____
Card # _____	Cardholder Name _____ Signature _____
	SIGNATURE _____ DATE _____
	 United Way of Southeast Arkansas P.O. Box 8702 PINE BLUFF, AR 71611 Give a gift that lasts more than a lifetime Consider United Way

EMPLOYEE PLEDGES

1. Fill in: Employee Name, Employee Signature and Date.
2. Payroll Deduction:
 - A. Check guideline for giving box
The payroll office will compute the amount of the pledge or,
 - B. Write in the amount of your pledge
3. Non-Payroll Deduction:
 - A. Cash or Check – write in the gift amount and attach the check or cash.
 - B. Direct Bill – write in the pledge amount, when to bill and billing address
4. Credit Card:
 - A. Write in amount of pledge
 - B. Write in credit card information

COMPANY PLEDGES

1. Fill in: Company Name, Chief Executive Officer Signature and Date.
2. If the company is making a one-time contribution, write in the amount and attach check or cash.
3. If the company would like to be billed, fill in the billing information in the space provided.

SIX STEP CALL

When you call on your fellow employees to ask for their contribution to the United Way, use the steps outlined below:

1. Make Your Introduction and Opening Comments

With this critical step you should:

- Make a positive, friendly introduction
- Develop rapport
- Check awareness of services
- Show list of agencies
- Explain why you support United Way

2. Explain the Guideline for Giving

Explaining the guideline for giving is an important step. You should explain that the community giving guide was established because people didn't know what a reasonable contribution was.

Guideline for Giving					
Annual Income	%	Number Pay Periods Per Year			
		52	26	24	12
\$ 6,000	.6	\$.69	\$ 1.38	\$ 1.50	\$ 3.00
9,000	.6	1.04	2.08	2.25	4.50
10,000	1.0	1.92	3.85	4.17	8.33
20,000	1.0	3.85	7.69	8.33	16.67
30,000	1.0	5.77	11.54	12.50	25.00
40,000	1.0	7.69	15.38	16.67	33.33
50,000	1.5	14.42	28.85	31.25	62.50
& Above	1.5 %				

3. Ask for a Guideline Gift or Increase

If you've made an appropriate introduction, you have identified the agencies the United Way supports and you've explained why the guideline has been set. Now you can go to step three and ask the person to make a pledge on payroll deduction. This is much easier than being billed or writing a check on the spot.

Encourage payroll deduction! If your prospect doesn't feel positive about giving the guideline amount, ask for an increase over last year's pledge. If the person agrees to complete the pledge card at the guideline amount, go directly to step SIX and SAY THANKS. However, in most cases, the people you call on won't be ready to pledge yet. If they haven't done so already, they probably will ask questions.

4. Answer Questions

Answering questions about the United Way gives you the opportunity to tell your fellow employees about United Way.

Knowing the responses to the most frequently asked questions is an important part of your job as solicitor. A list of questions/concerns and the appropriate responses is included in this Guide.

People actually will be more responsive when their questions are answered by you and when they understand the need behind your request for their pledge.

5. Ask for the Pledge

You've answered the person's questions and given an explanation of the guideline. Now you're ready to ask for the pledge. Again, you should encourage the person to give at the guideline level.

When a person has completed the pledge card and signed it, you have one more step to go.

6. Say THANKS!

Thank the contributors for their time and pledges. Emphasize that their contributions will be used to help people who need it.



The United Way of Southeast Arkansas

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