

➤ RESPONDING TO CONCERNS & OBJECTIONS

You may, on occasion, encounter someone who objects to making a United Way contribution. Keep in mind that objections present an opportunity to give more information or clarify misconceptions.

Here are some suggestions:

Objections are not personal.

- Remember, their objections are not directed at you. We understand that giving is a personal matter and people can feel very strongly about the organizations they support.

Objections are often based on incorrect information.

- Try to identify the real issue. United Way is committed to maintaining and modeling the highest ethical standards. We believe in providing leadership and programming that is effective, transparent, compassionate, and inclusive.

Show sympathy.

- Listen carefully and show your concern. This does not mean you agree, but that you care about the concern.

Don't argue.

- Instead, offer information about the many ways United Way helps people, or offer to discuss the issue further after the group meeting.

Encourage the objector to talk.

- Allow the person voicing the objection to expand on it. An insecure, illogical or poorly thought-out objection will fail on its own.

Relax and be yourself.

- You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.

Don't be afraid to say you don't know.

- Let those with questions know you'll get back to them with the answer. Tell them they can visit our website or call us at 262-898-2240.

Remember, education not coercion.

- The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, hinders communication and understanding, and can lead to decreased support.

Keep in mind...

- United Way not only funds 70 programs and special projects but also initiates and facilitates system-wide initiatives to create long-lasting change like Family Smart/Kid Friendly and Advancing Family Assets.
- United Way has always enjoyed a strong partnership with the business community. Approximately 300 businesses in Racine County host workplace campaigns and understand that we all share a responsibility for the people and neighborhoods where we live, work and raise our families.
- Every gift makes a difference. And when combined with over 10,000 other donors, it makes a powerful impact in the community.

