

# WAYS TO ASK FOR HEART CLUB GIFTS



There are two strategies to consider when planning your approach. One is asking in a group, the other is a personal ask. Consider the size and culture of your workforce and choose the option that best fits.

Consider the possibility of utilizing both strategies!

## *GROUP SOLICITATION*

Host a Heart Club meeting, possibly a luncheon or breakfast, to introduce the program, to educate Heart Club members and prospects about Sioux Empire United Way and the new initiative, and to thank them for their interest and commitment.

Invite a speaker and a United Way staff member to attend. United Way has a list of speakers specifically for Heart Club events.

Utilize United Way's Heart Club power point to guide your message. Share company-specific information in the appropriate slides.

Show the local video.

Ask CEO to welcome the audience and speak of his/her support of United Way. And provide a personal story, if possible.

Encourage dialogue between the presenter(s) and the audience to foster discussion and promote engagement.

Distribute United Way brochure, the pledge card, and other appropriate information such as company specific goals or incentives.

Say Thank You!

## *PERSONAL ASK*

Identify current Heart Club members in your company who would be willing to ask their peers.

Divide the identified prospects and current Heart Club members between your solicitation team. Ensure peer-to-peer solicitation and an appropriate match between "solicitor" and "prospect."

Determine specific dollar amounts to request.

Make the personal ask *prior to* the company's overall campaign. This gives the prospect an opportunity consider Heart Club while participating in United Way rallies and events.

Personalize each prospect's card. Provide information on the impact of their Heart Club gift, such as what \$500 or \$750 can do.