

Frequently Asked Questions – A Resource for Employee Campaign Managers and Ambassadors

Before approaching anyone about your United Way campaign, take some time to reflect on why you are volunteering as an ambassador and what supporting United Way means to you. Practice saying out loud why you personally feel it's important to participate. Sharing your personal connection builds trust and creates a strong foundation for this conversation.

Freshen up on your United Way knowledge through the online Campaign Toolkit at www.uwaywrc.ca/campaigntoolkit/

The following content has been developed to help you respond you may encounter in your role as a United Way campaign volunteer. If you are looking for additional information or would like to speak with someone on the United Way team, please contact us at 519-888-6100 or info@uwaywrc.ca.

“Are you going to ask me for money?”

Answer: We would ultimately like to earn your support. However, I would really enjoy the opportunity to tell you about the impact of supporting United Way here in Waterloo Region, and in particular why I support United Way.

The goal: *It's not about pressuring your colleagues to give, but rather seeking the opportunity to share what's happening in our local community, the supports needed, and how they can make a difference with a gift to United Way Waterloo Region Communities.*

“I don't have time right now.”

Answer: When would be a better time?

OR

No problem, can you pull your calendar up and we can pick another time this week to touch base?

The goal: *Be respectful of their time and what they have going on at that moment. It is better to find a time when they will be more receptive to hearing about your campaign. If they aren't receptive to picking a time, ask if you can send them some information to look through.*

“I don’t have any spare cash; I just can’t afford to give.”

Answer:

One great thing about our campaign is that you can make a pledge that won’t start until the New Year. The easiest and most painless method of giving is through payroll deduction, where a small amount is taken off each pay period and tracked on your T4. The monthly cost for you is much less, but the total impact at the end of the year is significant. It’s all about a little bit from a lot of people. Most people don’t realize that even just \$5 per pay (\$130) can give 4 people access to counselling to help reduce their level of distress.

The goal: Being clear about the impact of any kind of donation gives value to whatever the potential donor can provide. Emphasize that no amount is too little; it’s all of us doing this together that will make a difference.

“I support so many other groups and I’m tapped out for this year.”

Answer: There are many great causes out there - thank you for being supportive and giving back! Can I still speak with you about the impact United Way has locally on our friends, families, and co-workers through a network of supports, so when you are considering charities, you remember United Way?

The goal: It removes the financial obligation and still gives you a chance to share what United Way does. During this time you have the potential donor’s attention and have an opportunity to help them make an informed decision about their charitable donations. This is a great opportunity to talk about the big issues in our community like poverty and mental health that won’t be solved by one agency or one person alone. It will take all of us coming together to make an impact. Every gift matters, no matter the size.

“We’re down to one income and we don’t have the money.”

Answer: I completely understand. Could I explain to you what United Way is and the impact in our local community so we can see if there is some other way you would like to get involved?

The goal: Their financial situation has changed and they will appreciate that you acknowledge that. There are other ways to get involved besides giving money that they may be interested in, such as volunteering at a United Way Day of Caring, attending a Seeing is Believing Tour, volunteering to help out with the United Way campaign at your workplace, or just learning more about what’s happening in our community and sharing United Way’s impact with others. Be sure to tell them about 211, a free 24-hour program

that provides referrals to various social services – it is one of the many services United Way helps to fund here in Waterloo Region.

“I feel pressured to give to United Way.”

Answer: Giving should always be a personal matter and decision, free from coercion. United Way only hopes each person is well informed and given the opportunity to make a donation. The number one reason why a person does not give is that they are not asked. Can I share why I personally am involved with United Way?

The goal: *This gives the potential donor the power to choose while being well informed.*

“I already give enough”

Answer: I appreciate that you are already giving. Thank you for all that you do!

There unfortunately is a lot of need in our community right now. The great thing about United Way is that it’s all about a little bit from a lot of people, which makes a big impact right **here** in our local community, helping our friends, families, and co-workers when they need it most. Most people don’t realize the need in our backyard, 1 in 10 in Waterloo Region live in poverty and 1 in 20 households experience hunger.

It doesn’t take much to make a difference; just \$5 per pay (\$130) can give 4 people in our community access to counselling to help reduce their level of distress.

The goal: *You want to acknowledge their objection and share how even a small donation can have an impact right here in our community. Often people think they need to give large sums of money to make an impact, but that’s not true when you have many people contributing.*

“I donated last time you asked. I’m not a fan of United Way.”

Answer: Thank you for your gift last year. I’m sorry to hear that you haven’t had a great experience. Do you mind sharing your concerns with me?

The goal: *In many instances when a donor is unhappy, they just want to be heard. By hearing their side of the story you show you care and can help to find a resolution and hopefully regain their confidence. If you are unable to answer the question, say you will look into it for them and contact your United Way staff partner.*

“How much of my donation is actually going to the cause?”

Answer: Last year United Way Waterloo Region Communities’ fundraising fees were 14.7% and administrative fees were 10%. Over the past 3 years their fundraising and

admin costs averaged around 20%. That means about \$0.80 of each dollar goes to help those who need it on our community. This a competitive rate compared with other charities and is well below the 35% fundraising fees outlined by the CRA.

United Way prides itself on stewarding every dollar raised with care and monitors the impact closely, while striving for growth in fundraising dollars and maximizing sponsorships and gifts in kind to ultimately reduce costs.

Giving to United Way is an efficient way to give and keeps costs low for social services in our community. Many people don't realize that the programs United Way supports would not be able to raise the money given to them on their own or would have to increase their own costs and divert attention from the important front line work that they do.

The goal: *Transparency is key! United Way continues to keep admin costs low while also ensuring dollars are invested wisely in our community each year to make the greatest impact possible. United Way is audited each year and full financial statements can be found on the website.*

"It sounds interesting but I would like some time to think about it."

Answer: That's understandable and I appreciate you taking the time to have this conversation. Could I give you United Way's website address and email some more information so you can refer back to it? I'm also always happy to answer any questions you may have.

The goal: *You want provide potential donors the space and information to make an informed decision about their charitable gifts and be available to answer any questions they may have following your conversation.*