Making the Ask  
***How can Employee Campaign Chairs (ECC) comfortably leverage giving power from their employees and peers?***

Employee Campaign Chairs are United Way’s most valuable partners in our fight against poverty. ECCs are on the front lines of our work, and each year, are responsible for gathering the resources United Way needs to tackle some of our community’s greatest challenges. Asking for a charitable gift, even for the most experienced ECC, is never easy. It can be challenging for some, but don’t worry. This is your helpful resource guide to making the all-important ask.

# Don’t be shy…*Remember: most people don’t give simply because they are never asked.*

## Understand your donor

* + Knowing and understanding your audience helps you establish a connection from United Way to the donor.
  + Be sure to understand who you are asking for gifts. What do they care about? What are their interests? Where are they from?

## Inspire them

* + Speak passionately about why you personally support the movement and why it’s important for your organization to give back to the community.
  + When asking for contributions to the Impact Fund, you’ll have to inspire your potential donors. Give them a reason to donate and clearly explain the value of the Impact Fund: “Children succeed when their parents succeed. Gifts to the Impact Fund support a two generation approach to breaking the cycle of poverty.”
  + DO NOT read from a PowerPoint slide. Be exciting! Be passionate. We provide many tools at your disposal to help. Visit our ECC Toolkit at unitedforimpact.org/toolkit for helpful resources.

## Engage in a dialogue

* + Don’t just tell your donors why United Way is important and that they should give. Ask open-ended questions such as, “Why is ending poverty important to you?” Give short responses and let them do the talking. This is a commonly used interviewing technique in journalism. It enables the donor to talk more, elaborate, think critically about their answers and arrive at their own conclusions. Let them sell themselves on the Impact Fund.
  + Express genuine interest in what they have to say, their concerns or their beliefs.

## Always say ‘Thank You’

* + Write a personal note, have your CEO or company president reach out to them or give a shout-out at your campaign closing event. Don’t be afraid to be creative.