

Mission Statement

The mission of North Penn United Way is to mobilize the caring power of the North Penn and Indian Valley communities.

United Way
North Penn United Way

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North Penn United Way



Campaign Volunteer Guide

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Questions & Answers

Q: How can I pledge to NPUW?

Watch your gift multiply each pay period with Payroll Deduction, the most popular way to pledge. Other ways to give include Electronic Funds (EFT) from a checking account, direct bill, or pledge by credit card. All options can be for a one time gift or periodic payments.

Q: Is my contribution to United Way tax-deductible?

Yes, according to I.R.S guidelines.

Q: Can I volunteer for United Way?

Yes! Help me with soliciting here at work. You can also call North Montco Volunteer Center (215-855-3319) for other available volunteer opportunities.

Q: Who decides what program receives United Way funding?

The funding process is completely volunteer driven with funding recommendations made by folks just like you.

Q: Why not give directly to an agency?

United Way makes giving easy through payroll deduction and billing. Also, no single agency can meet all community needs.

Q: Can I still designate my home community, a program, or an agency?

Yes, as outlined on the pledge form or with a United Way Designation form.

Q: How can United Way afford expensive advertising such as the National Football League commercials?

The newspapers and electronic media are great supporters of United Way and they help by airing these spots free of charge.

What does it mean to LIVE UNITED?

Underneath everything we are, underneath everything we do, we are all people. Connected. Interdependent. United. And when we reach out a hand to one, we influence the condition of all. That's what it means to **LIVE UNITED**.

- ◆ It takes everyone in the community working together to create a brighter future.
- ◆ Together, we can accomplish more than any single group can on its own.

Give. Advocate. Volunteer.

Give.

- ◆ Your contribution goes to work bringing lasting changes, right here in the North Penn/Indian Valley communities.
- ◆ When you invest in North Penn United Way, you make long lasting changes in our community.

Advocate.

- ◆ You can make change happen with your voice. Get informed. Tell your friends.
- ◆ Chose to LIVE UNITED by speaking up for issues you are passionate about. Champion a cause, tell your friends, write a letter, be visible and engage decision makers and policy leaders to help address our most important community needs.

Volunteer.

- ◆ Volunteering is a great way to contribute to the overall well-being of our community. You have the chance to make friends, learn new skills and most importantly, share your talents and expertise with others. LIVE UNITED by giving back one of the most valuable gifts– your time.

Why United Way?

United Way is one organization addressing issues that advance the common good in the North Penn and Indian Valley communities. An unbiased advocate for the community's needs, the North Penn United Way is a member of United Way Worldwide and is backed by more than 60 years of experience locally.

United Way is...

- ◆ Local– serving the North Penn/Indian Valley community
- ◆ Caring– people helping people. It's the work of United Way to help individuals and change lives.
- ◆ Efficient– Increasingly resourceful, partnering in efforts with neighboring counties and communities.
- ◆ Accountable– 100% volunteer driven.
- ◆ Results oriented– Reporting on results, creating and increasing measurable outcomes in both agency program/ service support and community initiatives.

NPUW funded programs provide a variety of services:

- ◆ **Income**– Volunteer Income Tax Assistance
- ◆ **Education**– School Readiness Initiative, Knapp Elementary Afterschool Tutoring Program, Boys & Girls Club Homework Help Program
- ◆ **Health** - Dental Care for Children, Meals on Wheels

United Way Community Initiatives include:

- ◆ **2-1-1** - 2-1-1 is the easy to remember, free phone number that links you to community services and volunteer opportunities, 24 hours per day, 7 days per week, 365 days per year.
- ◆ **FamilyWize Prescription Drug Discount Cards**– FamilyWize Prescription Drug Discount Cards offer 20% average savings for those with no prescription coverage. No enrollment or activation fee, use as often as needed.

Response To Objections (CONTINUED)

Objection: “I feel that I’m being pressured into giving to United Way so I’d rather not give at all.”

Acknowledge & Listen: “ I can appreciate that. Why do you feel you are being pressured? (Let your prospect talk at this point. Always listen carefully.)

Question: “I certainly agree that there should be no pressure, because it defeats the very idea of volunteer giving. Sometimes, we get quite excited about United Way and that enthusiasm can be mistaken for pressure. Isn't that true?”

Objection: “I don’t know where my money goes.”

Acknowledge & Explain: “As a responsible donor it is understandable that you would want to know how your contribution helps the community. The funding process is totally volunteer driven which means that folks just like you decide which programs to fund.”

Question & Listen: “What do you think the biggest issues are facing our community? “ (Let your prospect talk at this point. Always listen carefully.)

Objection: “I don’t need to give because my husband (wife) gives where he (she) works.”

Acknowledge & Listen: “I am glad to hear your husband (wife) supports United Way. But as an individual, your gift is important too. Together your gift can multiply and both places of employment can be recognized as participating in the campaign.”

Question: “Do you agree that, if all of us who are working pitched in, we could do a lot more together?”

Objection; “I’m not going to contribute because too much money is spent on administrative and campaign expenses; not enough money actually goes to the funded programs.”

Acknowledge & Listen: “I’m glad you raised this point. Unlike United Way, many charities spend 25-50% or more of the money raised on administrative and fundraising costs. That’s high isn’t it?”

Question: “Are you aware that 84 cents of every dollar raised in our community goes directly towards community programs?”

Handling Objections

Objections can be good (at least, helpful!) Objections are a normal part of the campaigning process and can be used to educate or clear up misconceptions.

1. Objections Aren't Personal

An objection is not directed against you; it is directed at the idea you are representing.

2. Objections Often Aren't Real

Many objections are "stalls" rather than sincere objections. You may have to probe to uncover the real issue.

3. Listen

Listen carefully to what the individual says. Acknowledge his/her objection, but don't agree. Keep in mind empathy doesn't mean agreement.

4. Keep Arguments at Bay

If you argue about an objection, you will force the individual into defending it. Remember the old adage about winning a battle but losing a war? As a campaigner, you may win an argument but lose the contribution!

5. Above All, Relax and Be Yourself

You should not feel that your job is to match wits with the person you contact. You have an important idea to present and you should be absolutely straightforward in doing so.

Response To Objections

Encourage your prospect to talk. Always listen carefully and empathetically to his or her reply.

Objection: "I can't afford it." "I don't make enough money." "I have too many debts."

Acknowledge & Listen: "That's a normal reaction, and given our economy, I know it is hard to tighten your belt even more. (The "no money" objection is usually a sincere objection. Even a wealthy prospect may honestly feel that he or she can't afford a gift .)

Question: "Believe me, I understand. When I filled out my pledge form, I was thinking about how much I could afford. Then I thought, if inflation is hard on me, what is it like for someone who really needs help?"

Why Should My Business Partner With North Penn United Way?

United Way can help your organization build trust.

Eight in ten Americans say that an organization that supports social causes wins their trust. You will be supporting a brand that is trusted and respected. United Way is 26th on Forbes list of World's most valuable brands!

United Way offers your employees results-oriented, community driven program funding.

Contributions fund programs from three focus areas: education, income and health. Each area is developed by Investment Circles that are volunteer-led. Employees are welcome to become volunteers and contribute to these efforts.

And more...

- ◆ Saves responding to requests from hundreds of organizations throughout the entire year.
- ◆ Benefit from sending one message to employees-consistent, simple, straightforward– a message that applies to every employee in any community.
- ◆ Volunteer-driven board, campaign and funding process.
- ◆ Data driven programs with measurable results.
- ◆ Leverages employee and corporate dollars with funds raised in the community.
- ◆ Business investment– a community's strength is very much dependent on a healthy and strong non-profit sector.

Getting Started

- ◆ **Be well informed**
Be sure you know the facts. Study all available materials and be acquainted with the services provided by United Way programs.
- ◆ **Make your own pledge first**
You will find it is much easier to ask others for a generous gift if you have already made your own contribution.
- ◆ **Get started promptly**
Make your contacts as soon as possible. Start with prospects who you know are supportive of United Way.
- ◆ **Make personal contacts**
The way to be most successful is to tell the LIVE UNITED story face-to-face. Taking the time to meet with someone personally shows that you believe United Way is a cause worth your time and theirs.

The Five Step Call

1. **Introduction and Opening Comments**
 - ◆ Start the discussion on a positive, friendly note.
 - ◆ Explain the purpose of your visit.
 - ◆ Find out what they know about United Way.
2. **Tell the United Way Story**
 - ◆ Show the list of programs in the brochure.
 - ◆ Explain why you support United Way,
 - ◆ Stress that dollars raised locally stay in the community.
3. **Answer Questions and Concerns**
 - ◆ Determine whether objections are sincere or just excuses.
 - ◆ Address any sincere concerns.
 - ◆ Turn an excuse into a positive reason for giving.
4. **Ask for the Pledge**
 - ◆ For the annual givers, encourage an increase.
 - ◆ Encourage payroll deduction givers to consider one hour's pay per month.
 - ◆ Offer EFT, direct billing or credit card options for persons or businesses that do not have payroll deductions.
5. **Say Thanks!**
 - ◆ Thank the contributor sincerely.
 - ◆ Emphasize that their contribution will be used to help people in our community who need our help the most.

Go With Confidence!

The NPUW Campaign Goal for 2011/2012 is.... \$1,700,000
Can we reach this? Is it realistic?

Many United Ways across the country are facing many of our same challenges but are remaining optimistic and enthusiastic about campaign possibilities.

Yes, times are tough.

Yes, the economy stinks.

Yes, the employment numbers are terrible.

Yes, people are losing their jobs.

No, we didn't run a campaign in every company.

No, we don't have 100% participation.

No, our per capita gift isn't where we want it to be.

No, we haven't tapped into all the individuals outside the workplace.

Giving Institute Statement: June 10, 2009

President John F. Kennedy said, "The raising of extraordinarily large sums of money, given voluntarily and freely by millions of our fellow Americans, is a unique American tradition...Philanthropy, charity, giving voluntarily and freely, call it what you like, but it is a true jewel of an American tradition. "

The vast majority of donations, roughly 75%, come from individuals. 7 out of 10 American households donate to charities to support a wide range of religious, educational, cultural, health care, and environmental goals.

Studies have shown that Americans give far more to charity than the people of any other industrialized nation— more than twice as much, measured as a share of gross domestic product, than the citizens of Great Britain, and 10 times more than the citizens of France.

With charitable giving more than 2% of GDP, it appears like the American public agrees that charitable giving is an integral part of the country's economic fabric.

So what's United Way to do so that we can survive— perhaps even thrive— in an economic environment unlike any since the Great Depression? Go back to basics:

- ◆ Tell your story honestly and positively.
- ◆ Let donors and prospects know the power of gifts and what they can accomplish. Avoid a desperate recitation of all the terrible things that will happen if they don't give.
- ◆ Keep a positive attitude about the mission, vision, and purpose.