



Making the Ask: A Guide for ECCs

Asking for donations, whether from coworkers or vendors, can feel intimidating. But remember that people are far more likely to give when they're asked directly. Think of it as sharing your passion and inviting others to be part of something meaningful. This guide is designed to help you feel confident and prepared when making the ask, whether you're addressing a group, speaking one-on-one, or reaching out to vendors.

Things to keep in mind:

- **People Give When Asked:** Most people won't donate unless they're invited to. Your ask creates the opportunity for them to make a difference.
- **Clarity is Key:** A confused donor doesn't give. Be clear about what you're asking for, how much, and how it helps.
- **It's Okay to Hear "No":** The worst outcome is a polite decline. The best? A generous contribution that supports your community! If you receive a polite decline, ask why and learn more about the causes they are passionate about. Be sure to thank them for their consideration and the causes they are excited about.

GROUP DONATION ASKS

Group asks are a great way to kick off your campaign and build momentum.

- **Make the ask during a campaign kickoff meeting, team huddle, or via a company-wide email or letter.**
- **Involve leadership:** Having a CEO, manager, or supervisor make the ask shows that the company is committed.



- Share a compelling reason why your company supports United Way. Personal stories or local impact examples are powerful.
- Be sure to present all the ways employees can contribute: Payroll Deductions, one-time donations, participate in Campaign Events, volunteer, etc.

ONE-TO-ONE DONATION ASKS

Personal asks are often the most effective. They allow for a more meaningful conversation and give you the chance to answer questions directly. Asking for a contribution is inviting others to join in the mission of United Way.

Tips for Success:

- Choose a time when the person isn't rushed or distracted.
- Share why you personally support United Way.
- Be specific: "Would you consider donating \$10 per paycheck to help local families in need?"
- Respect their response, whether it's a yes or a no.

VENDOR DONATION ASKS

Vendors can be valuable partners in your fundraising efforts, especially for in-kind donations like raffle prizes or silent auction items.

Why Vendors Give:

- They already have a relationship with your company.
- Supporting your cause strengthens their business ties and community presence.

What to Ask For:

- Branded swag
- Products or services
- Gift cards
- Event tickets



- Unique experiences (e.g., behind-the-scenes tours, VIP access)

Remember, every ask is an opportunity to share your enthusiasm and invite others into something meaningful. Whether the answer is yes or not right now, your invitation plants a seed. Trust in the impact of your voice and know that your effort, no matter the outcome, helps build a stronger, more connected community. You've got this!

Sample Vendor Ask Template

Dear [Vendor Name],

As part of our annual United Way campaign, we're seeking support from our valued partners. Would you consider donating an item or service for our upcoming [silent auction/raffle]?

Your contribution will help us raise funds to support critical programs in our community, and your generosity will be recognized among our employees and campaign events. Please let us know by [Date] if you'll be able to help!

Thank you for your continued partnership and support!

Sincerely,

[Your Name]

[Your Company Name]

[Contact Information]