

# The Art of Asking



***We aren't here to extract money from people. We're here to give people the chance to do wonderful things in the world.***

**The number one reason someone contributes to charity is simple: He or she is asked! Be bold and be positive! Approach your co-workers face-to-face.**

- ▶ Know the facts about the CFC. Cite an example from “Your Dollars Make a Difference” <http://www.cfc-hawaii.org> . More information is available on the website, or read the introductory pages of the 2016 Charity List.
- ▶ Work from an alpha roster, this ensures that you contact everyone.
- ▶ Do your easiest contacts first. It builds self-confidence and familiarizes you with information.
- ▶ Begin solicitations early while enthusiasm is high. Establish positive friendly rapport. Be sincere.
- ▶ Introduce yourself, explain the reason for your visit and your role as Keyperson . **"I came by to let you know I'm serving as a Keyworker for the Combined Federal Campaign this year, and I'm here to give you a pledge card and to ask for your help."** Explain why YOU support the CFC.
- ▶ Make sure that everyone is personally asked.
- ▶ Encourage online pledging ... this is an easy way to donate to the CFC.
- ▶ Make the Ask face-to-face. Possible phrasing of the “Ask”:
  - ▶ “CFC's a great program. I hope that you can make a contribution – every gift helps.”
  - ▶ “Payroll deduction is a convenient, easy way to make a big difference throughout the year.”
  - ▶ "Online pledging is available to every Federal worker"
  - ▶ “Could I answer any question(s) about filling out the pledge card?”
  - ▶ “I really hope you’ll choose to help out. For example, just \$4 a month provides safe afterschool care for 6 children ”
  - ▶ “I’ll be back on (day) to pick up your pledge card - please give!”

**Give your sincere THANKS for their time/support - whether or not there is a donation.**