

Objections!

Too Busy!

United Way is a tradition in this community—one worth making time for. You need to make it a priority—for one week. People find time for golf and baseball games, why not an hour or more for United Way? It is a proven community leader, who for 45 years has improved the community and changed lives. Without your support, they can not continue.



We don't want to pressure.



Neither do we. For United Way the key is education. Provide the information and materials needed for your employees to make an educated decision about their United Way gift. Let an agency speaker or the video convince your employees.

However, people look to the CEO for leadership. The more you can make your support for United Way visible, the more your employees will support it too. Your enthusiasm will be contagious, and they will follow.

We are a small company.

The United Way campaign is no longer just for large, 500 employee corporations, but instead, many smaller companies and individually owned businesses are getting involved. All the benefits of running an employee campaign in large organizations are also true for smaller ones. In fact, your meetings and discussions can be more personal, which would allow for a greater understanding of the United Way and its agencies. The campaign provides a common goal for the employees to work as team.



Also, that's the wonderful thing about the United Way. One donation combined with another donation adds up to big changes in your community.

So many other charitable organizations approach us.



You are right. The United Way is not the only game in town, as there are hundreds of other worthwhile organizations.

However, the strength of the United Way is the “citizen review process” – where local volunteers review and analyze local agency programs to make sure they are providing services that our community

needs. That is, the money they are allocated reflects the current need and operation of that agency.

Morale is down.

The United Way has proven to lift spirits and enhance workplace environments. When time and effort is put into celebrating the campaign—with special meetings, fun events, event based around food “cook off, bake contest” —employees get motivated and energized, and most importantly they start to have fun together.



Many of our employees are low paid.



When people are working hard for every dollar they make, it is difficult to let any of it go. Many lower income employees know firsthand that sometimes, people need help. They may have even received helped from a United Way funded program in the past and may want an opportunity to give something back.

It never hurts to ask. Giving is a personal choice.

A benefit of giving to the United Way through payroll deduction is that you can spread your contribution over a full year. That way you are not giving a big chunk of money all at once. Therefore, people can give minimal amounts—such as \$5 a week—and still bring home a healthy pay check while combining their gifts with the gifts of others.