

**UNITED WAY**  
**YALE CHAMPIONS MEETING**  
**September 22, 2010**

**WHY GIFTS TO UNITED WAY ARE IMPORTANT**

- Yale and United Way have provided you with the answers to this question with “Give Every Child a Chance” supporting materials. Read through this material in order to be prepared to answer donor questions.

**MAKING THE ASK**

- Make your own gift first. It’s much easier to ask for a gift from someone else if you have already made one yourself. Start by saying “I’ve made my gift to the United Way this year. Won’t you join me?”
- Personal solicitations are the most effective. Make the ask in person if possible. Then, use email and phone calls.
- Thank previous donors for their gifts. Ask them to renew their gift by increasing their giving.
- Next, ask people you know to give. Mention a specific dollar amount.
- Encourage non-donors to make a gift. Again, mention a specific dollar amount. Provide them with information about the “Give Every Child a Chance” campaign to illustrate the benefits of their contribution.
- Ask for a gift more than once. The Alumni Fund sends a minimum of 7 solicitations a year to alumni.
- Remember that when people are asked why they give, the most common response is, “Because someone asked me.” If you don’t ask, they may not give!

**FOLLOW UP**

- In your communications, provide all the ways donors can make their gift: link to website address and USPS address.
- Support Yale administration communication with your own communication. For example, forward President Levin’s email and attach your own note with your contact information and repeat the ways to give.

**THANK YOUS**

- Thank each donor personally with an email or handwritten note.
- Hold a thank you/wrap up event to publicly thank donors. You can never thank people enough.
- Announce campaign results for your department and for the University. Donors want to know the positive results of their gift.