



The Art of Asking

Getting Started

- Do the easiest employee contacts first. It builds self-confidence and familiarity with campaign information.
- Establish positive, friendly rapport.
- Explain your role when you personally contact co-workers about the campaign.

Why Give?

- In tough economic times, it is even more important to give, as there are more demands on the charities' limited resources because more people need them.
- Every contribution counts.
- The CFC supports communities at home as well as national and international causes.
- The causes you already care about are listed in the CFC charity list.

Responding to Questions

- Respond positively—every comment is a chance to explain more about the CFC.
- Educate your co-workers about the CFC and address any misconceptions about the campaign.
- Don't know the answer? Call the PCFO or your CFC Specialist for a quick response.

Answering Objections

- Expect objections from some of the people who are solicited. It's a part of the process, and it may even be an opportunity to clear up misinformation.
- Your primary job is to inform, not convince. Some people may have all the right information and still choose not to give, and that's okay.
- Listen carefully and calmly. Empathize and show concern. At group meetings, encourage the person to discuss the matter privately.
- Common objections and responses:

Objection

The CFC is a "middleman."

The overhead rate cuts into my donation.

Money is too tight in my household.

Response

Payroll deduction makes it possible to donate more to charity than may be possible through a direct donation.

Our overhead rate is below the average for campaigns of our size. We reach so many people that our charities save money because they don't have to each solicit federal employees.

Even a small donation has an impact. If you can't give this year, would you consider a donation next year?