

RESPONDING TO COMMON OBJECTIONS

Your co-workers may have questions concerning United Way or your company campaign. Your sincerity and personal commitment are the best tools to use when responding to an objection. By providing the correct information, you can usually overcome the objection, which may lead to United Way support.

Do:

- Listen to what is being said.
- Establish understanding. Opposition is not always personal and may just be a temporary stall.
- Do not argue if you receive objections.
- Answer objections with facts.
- If you don't know the answer, don't be afraid to admit it, but work with your United Way **staff person** to find the correct answer and follow up with them ASAP.
- End with a "thank you." Regardless of the prospect's response, always leave with a smile and a "thank you."

Common Objections:

1. How is program funding determined though United Way?

- a. United Way volunteers evaluate programs and assign funds to successful programs that positively impact the community within our *Agenda for Change*. United Way does not fund agencies. With limited funding across our community, our volunteers ensure we are targeting dollars at specific goals in the areas of education, income, and health to achieve long-lasting results. They align with successful programs that are making the biggest impact in our community.
- b. United Way may eliminate funding for a specific program because the services provided do not align with the *United Way Agenda for Change*; the program lacks results, proper reporting, or does not meet required outcomes measurements; or the program is eligible to receive funding from other sources.

2. Someone I know is in need, but has not found help.

- a. I'm sorry to hear that. I imagine it was devastating to have problems and be refused help. I'd like to talk to you after we're finished.
- b. As you know, it takes the programs of many agencies to fill our community needs. A good place to turn for help is United Way 2-1-1 (if you're speaking to union members, refer to the United Way *Labor Community Services* office at 419-241-5062).
- c. To get information and referral for services and help in Lucas, Wood, or Ottawa counties dial 2-1-1.

* In a presentation, ensure you follow up with the individual. In a one-on-one conversation, explain United Way programs and offer as much as you can to help them.

3. Why does United Way have administrative costs/what are they?

- a. Fifteen cents of each dollar raised by our United Way is used for fundraising and administration costs. It is our commitment that all gifts to United Way are invested wisely in programs improving lives in our community.
- b. The Better Business Bureau states that nonprofits' fundraising expenses should not exceed 35 percent. Our local United Way demonstrates fiduciary responsibility in keeping expenses derived from campaign revenue at 15 percent.
- c. In fact, Charity Navigator, America's premier charity evaluator, awarded United Way of Greater Toledo with a three-star rating for sound fiscal management.

4. Does United Way fund the Boy Scouts?

- a. Yes, we fund the Boy Scouts Scout Reach program which provides scouting opportunities for inner city boys.[If a follow-up question is asked about other United Ways that have defunded the Boy Scouts, continue with the rest of the answer.]
- b. Our United Way is a locally controlled and separately incorporated organization. The Boy Scouts and our United Way have worked together since 1920 to meet the needs of many young people in our community.

5. Is United Way affiliated with Planned Parenthood?

- a. Our local United Way has never funded any Planned Parenthood programs.
- b. We do fund teen pregnancy prevention programs and services to parenting teens provided by other local agencies.

6. Why have you reduced allocations to so many agencies/programs in the past few years?

- a. If a United Way campaign misses its goal, we have less money to allocate.
- b. United Way continues to focus on the most significant programs in our community creating the greatest impact.
- c. However, because volunteers making allocations decisions have been guided by the funding priorities established in United Way's *Agenda for Change*, you can rest assured the dollars that have been allocated will make the greatest impact possible on our community.
- d. There has also been less unrestricted money—dollars given to United Way freely without directing to a program, initiative, or other nonprofit organization—available in recent years. This forces our volunteers to make some very tough decisions about priorities that are most able to advance our community as a whole. The more people designate gifts, the less money available to invest in programs.

Every question provides an opportunity to communicate how United Way is building a stronger community for us all. You may not get the pledge this year, but you are planting the seeds for future years.