

United Way Ambassadors Handling Objections

Don't call them objections- call them ideas, issues and concerns

Avoid using "**but**" and "**however**"

Find a Point of Agreement – a cushion will soften the blow

After the cushion, answer using – **DARE**

D=Deny

A=Admit

R=Reverse

E=Explain

When answering, remember evidence DEFEATS opinion:

Demonstration

Example

Facts

Exhibit

Analogy

Testimony

Statistics

Idea/ Issue/Concern	Cushion	Answer
<p>"I give at my church" or any other organization Or There are lots of other campaigns throughout the year. I give at all those.</p>	<p>Isn't it great we have choices about where to allocate our money? or You really are a community minded person, that's wonderful. I applaud you for your passion. Or There are lots of great causes in the world today we'd all like to support.</p>	<p>There are many fine causes to support in our community. Through TUW, here's how you can have an even greater impact. Your one United Way contribution covers our <i>entire</i> community, not just one area or issue. A TUW contribution supports work on the key issues of education, financial stability and health.</p> <p>You can also designate your gift to another organization through TUW. By doing it through payroll deduction, our company can get credit for the money you are already giving.</p>
<p>"My spouse gave at his/her workplace."</p>	<p>Isn't it wonderful we all have the opportunity to give to others. Or again You really are community</p>	<p>This way you'll have the opportunity to be as generous as he/she was, and make a bigger impact.</p>

Idea/ Issue/Concern	Cushion	Answer
	<p>minded folks, that's wonderful. I applaud you for your passion.</p>	
<p>"We don't have any money left to give"</p>	<p>All of us are feeling the pinch in this economy. Or We are all facing very tough economic times, some more than others. Or Things are tough right now for everyone, especially those who have nothing.</p>	<p>That may be the exact reason you ought to give now, as those who are less fortunate are feeling it now more than ever in this same economy. There is more need than you can imagine.</p>
<p>"How do I know I can trust United Way...that my money goes where it is intended and not into the agencies pocket?"</p>	<p>I didn't believe my first time either. We all want to know that when we give our hard earned money, we can feel good that it is going where it was intended. Or Anytime we give our money we want to know that it is allocated in the best possible way</p>	<p>TUW has a 14% overhead. The national standard is 35% so you can see the TUW is well ahead of that. Or We want you to know how that is decided. Let me explain how that is decided. Volunteer teams visit each agency that applies, and meet with their staff and their board, and their financial officers, to review the program and hear its outcomes.</p>
<p>"It is not my problem that others are less fortunate. People need to help themselves"</p>	<p>"In life all of us have problems or issues. Sometimes it is today and sometimes they are coming down the road"</p>	<p>That may be the very reason you ought to give today, You never know when it will be you or your family.</p>
<p>"Hasn't United Way had money problems before?"</p>	<p>Giving to an organization that is fiscally responsible is critical today.</p>	<p>Each United Way is a separate organization, responsible to its own communities. There have been problems at a small handful of United Ways around the country, but here in the Lowcountry, we have a strong, dynamic and fiscally sound United Way.</p>
<p>"How do I know that the organizations themselves will be held accountable?"</p>	<p>I agree that organizations need to be held accountable.</p>	<p>TUW ensures that the recipients of our funding have measureable outcomes, and have audits done annually. If outcomes are not met, funding is affected.</p>
<p>"My family/friends asked for help from Trident United Way in the past and it was not given."</p>	<p>Having resources in the community to help everyone when they need it is a challenge all the time. Or Throughout our lives there has</p>	<p>Trident United Way doesn't ordinarily provide direct service, but facilitates the service through other providers. Even then, those providers often have more</p>

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	always been more need than there are resources.	requests for help than they can fulfill. It just shows how important your contribution to United Way is.
"At my last job I was forced to give. I am not going to do it now."	When we give it needs to be our choice. None of us likes to be told what to do. Or Anytime I give money I want to do it because I am excited about it.	At Trident United Way we firmly believe that giving <i>must</i> be voluntary. If you feel you are being forced to give, we want to hear about it so we can put a stop to it right away. Or There are other opportunities to give of your time rather than money. Look at all these organizations where you can volunteer or donate. (use your list or the website as a reference)
Why can't we give cash?	Thank you for wanting to give as much as you are capable of.	The logistics of cash donations are difficult, in that the money will pass through a few hands. You may want to think about PTO donations or other in-kind contributions.
Trident United Way doesn't invest in my favorite agency.	All of us have causes we feel strongly about. It is great to be passionate about giving.	There are many fine organizations doing great work in our community that don't happen to be Trident United Way funded partners. Some are not focused on the key issues in education, financial stability and health. Others haven't been able to demonstrate measurable results in the lives of the people they serve.

Finally, wrap up with a trial close like "Have I helped you understand? Have I answered your questions? Does that make it more clear?"