

## **Making a Group Ask:**

Many companies ask their employees to donate in a group setting. Ideally, this ask would be complemented with the peer-to-peer asking described above. Company rallies are a great way to introduce employees to United Way and ask for a donation. Use these tips for a seamless ask:

1. **Determine who will make the "ask".** Many companies choose their CEO to make the "ask" during the rally. He or she can discuss why your company chooses to support United Way, your company goal, and the impact United Way has on our region.
2. **Invite a professional speaker.** Companies that have a United Way representative have increased participation rates. Consider having a United Way representative at your rally. These speakers will enhance your company ask by giving the personal side of the United Way. You can request one of these speakers by filling out the electronic forms provided with this toolkit.
3. **Distribute pledge cards or inform employees how to pledge.** One of the best ways to ensure your employees give is to offer them a chance to do so while they are actually at the rally. Hand out personalized pledge cards at the rally and hold an incentive drawing for those who turn them in. Or, inform them how they will receive their pledge card and ensure they're distributed immediately following the rally.
4. **Make the "ask".** Let your employees know that giving to United Way is an effective and efficient use of their dollars. Ask them to give.

## **Sample Script for a Company Ask:**

"Thank you again for taking the time today to join me to learn more about United Way. I hope that you found our speakers and the United Way video as moving as I did. I wanted to share a personal story with you (insert story)... or I want to share a story I recently heard with you... (insert story).

"When you realize that United Way impacts 1 in every 5 people living in our community, you start to understand the incredible reach our dollars have when we give to United Way. We have set a company goal of (insert dollar amount), and while we want to reach that goal because we're a great, strong company that strives to reach all of our goals, we also want to reach that goal because we understand that our gifts help the entire community.

"I believe that we are all impacted by United Way in some way. I already told you my story. And, I'm sure many of you have yours. Some of you may not even know you've been impacted, so I encourage you to take a look at your brochure and read the list of agencies supported by United Way. With 25 agencies and one in three people in our region helped by United Way and their member agencies, I have no doubt that most of us in this room today have been touched by United Way at some point in their lives.

"I invite you to join me today in supporting the entire community through United Way. Your gift will have an impact. Thank you."