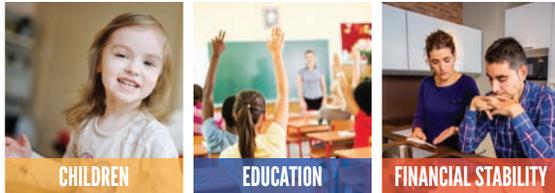


## WELCOME TO THE MONADNOCK UNITED WAY CAMPAIGN TEAM!

Your goal as a Campaign Volunteer is to encourage the businesses and individuals on your account list to participate in creating a stronger community by making a gift to this year's campaign!

AT **MONADNOCK UNITED WAY**, WE FIGHT FOR **CHILDREN, EDUCATION, AND FINANCIAL STABILITY** IN **EVERY COMMUNITY** THROUGHOUT OUR REGION.



FOUNDATIONAL BASIC NEEDS

**GIVE. ADVOCATE. VOLUNTEER.**



**Monadnock United Way**  
23 Center Street  
Keene, NH 03431-3399  
603-352-4209  
muw.org



For more information, go to [muw.org](http://muw.org).

REV. 072017-CVG

We are more than the fundraisers.

We are the hand-raisers.  
The game-changers.

The stop talking, start doing,  
band together and take on the  
impossible task masters!



**MONADNOCK UNITED WAY  
CAMPAIGN VOLUNTEER GUIDE**

**LIVE UNITED**



## CAMPAIGN TIPS

### #1 REASON PEOPLE DON'T GIVE...

**They are not asked!** Personally follow-up with everyone on your list, and invite them to participate!

### MAKE YOUR OWN PLEDGE FIRST!

It is easier to ask others to “join you” in making a pledge after first making your own.

### KNOW THE FACTS

Read this brochure carefully and refer to the Campaign Toolkit on our website (muw.org); be familiar with the facts about Monadnock United Way and the impact areas we fund.

### CALL ON THE PEOPLE YOU KNOW, ALONG WITH CURRENT DONORS—FIRST

This will build your self-confidence and give you an opportunity to refine your case for support. It will also give you some positive examples of giving that you can refer to later.

### BE YOURSELF

In your own words, explain why you are volunteering, talk about the critical need for the services that are provided each year, and how important Monadnock United Way funding is.

### SHARE YOUR STORY

When talking with a donor, share your story... why is Monadnock United Way important to you? How has it touched your life or the life of someone you know?

### FOLLOW-UP IN PERSON

Whenever you can, communicate with all donors in person.

### MAKE IT EASY

Invite businesses and individuals to consider making their pledge today—and pay their pledge on a monthly or quarterly basis. Monadnock United Way can bill at an interval that's most convenient for their cycle.

## EDUCATE AND COMMUNICATE

Every question is an opportunity to communicate the many positive aspects of Monadnock United Way and the impact areas it funds.

### SAY THANK YOU!

People give for many different reasons, yet everyone likes to be thanked. So whether you write a letter or a handwritten note, send an email, or make a phone call, please say **THANK YOU** to all the donors you have contacted!

## HOW TO ASK OTHERS TO GIVE

### FIRST

Ask yourself **why you give**. What is *your* United Way “story”? Write down your case for support, and practice saying it.

### SECOND

Ask yourself **why others should give**. Research United Way materials and plot your strategy from start to finish.

### THIRD

Look them in the eye and **ask them to give a specific amount**. Tell them how their gift will change lives.

### FOURTH

**Wait for them to respond**. Don't start talking until they do.

### FIFTH

**THANK them for giving!** If they can't make a decision right away, set up a date to follow up.



## RETIREE GIVING

Every year, Monadnock United Way loses thousands of dollars when an employee retires and stops giving.

Review your list. Are there potential retirees on it? If so, ask them if they would like to remain active with Monadnock United Way and be sure to capture their home address, phone number, and email.

## CAMPAIGN CHECKLIST

### BEFORE THE CAMPAIGN:

- Review your lists and report any changes to the United Way office
- Attend a Volunteer Workshop in August / September
- Thoroughly review the campaign materials

### DURING THE CAMPAIGN:

- Schedule appointments to meet with the leaders at the businesses and individuals on your lists
- Attend appointments
- Report results immediately to the United Way office or your team leader
- If needed, schedule a follow-up call or appointment to finalize gift
- Write a personal thank you note to the donors you talked with
- Attend a Campaign Report Meeting when possible

### AFTER THE CAMPAIGN:

- Write a thank you note to the volunteers on your team
- Thank them via email and include examples of how their contributions are making a difference in the community
- Attend the Monadnock United Way Campaign Recognition Event