

FAQs

Handling Objections and frequently asked questions.

You have just delivered the most flawless campaign presentation in the history of philanthropy. Your case was convincing. You've made the ask.

And then, in the back of the room, a hand goes up...

The first thing you should remember about objections is that they are not personal. The objection is not directed at you, rather at the idea of giving. Relax and give people time to express their objection. Given the opportunity and encouragement to talk, potential contributors will provide you with a better understanding of their concerns.

How much of my donation goes to services versus administrative costs?

We believe that a donation to Mile High United Way (MHUW) is the best way to help the most people. In addition to putting your dollars to work helping people in need, we are committed to keeping our administrative expenses low. Over the course of our current Five-Year Plan, as in the past, we are investing 85% of all donations toward programs and projects, exceeding the Better Business Bureau guidelines which suggest that 65% of total expenses for charitable organizations be spent on program activities.

I prefer to give to XYZ organization. Why should I switch to MHUW?

You always have the option of designating your MHUW gift to any 501(c) (3) organization. However, here are three reasons why giving directly to MHUW can make your gift go further:

- 1) If your company has a matching gift program, your gift can be multiplied.
- 2) MHUW provides a convenient service by deducting a little money from your paycheck at a time – allowing you to possibly contribute more than you might be able to with a one-time gift at the end of the year. This gives you a chance to make a bigger difference for people in need.
- 3) Through various MHUW partnerships, the money you donate may bring in additional funds through leveraging or matching dollars. For example, a partnership with the State of Colorado may bring a one-to-one match in funds for early childhood care and education activities. Over the past four years, \$7.7 million of MHUW funds have been leveraged as matching dollars.

I can't afford to give.

Perhaps the most common objection to giving is perceived financial inability to contribute. For many, these objections are real. Remind the person that every bit helps, and whatever they can give is appreciated even if it is \$1 per

Paycheck. Also, time is just as valuable as money, so encourage them to volunteer.

I feel pressured to give.

MHUW does not condone the use of coercion to influence an employee's decision. If an employee does feel pressured, please assure them that giving is a personal choice.

I do not believe in giving money to those who are not trying to improve their situation in life, such as drug and alcohol abusers.

Mile High United Way's core initiatives support projects and programs that ensure we create self-sufficiency, by giving a hand up, not a handout. Our Adult Self Sufficiency initiative specifically focuses on helping people who are working hard but still not able to get ahead. Building financial assets allows these individuals to live with dignity and respect and saves our community thousands of dollars each year in emergency medical and social services costs.



Tip!

Always thank the donor for being concerned enough about their community to ask the question.

What is the difference between a gift to MHUW and a designated gift to an agency?

There are issues and problems within our community that are bigger than we are as individuals. No single organization or individual can tackle these issues without help. By giving to one or all of MHUW's three initiatives instead of designating your gift to one agency, you can impact a variety of the community's most pressing needs all at once, with one single gift. That's the power of collective generosity.

How much of a donation will make a difference?

MHUW and our community depend on each person making a gift based on his or her income or financial assets. For new donors, a good starting point is one or two hours' pay per paycheck. (See the "How Much Should I Give?" guide on page 10).

Is MHUW typically involved in relief efforts for events natural disasters and community emergencies?

Yes. United Way of America and MHUW play a unique role in relief efforts for natural disasters and community emergencies. United Way's year-round support for organizations like the American Red Cross, the Salvation Army, and the Catholic Charities meant that these organizations are ready to provide immediate and long-term relief. United Ways across the country also provide for the short-term needs of those hardest hit by these events.

How can I contact MHUW about helping someone I know?

Simply dial 2-1-1 – our free, confidential, English and Spanish call center available to anyone 24 hours a day, 7 days a week. Our 2-1-1 referral specialists help connect people to a variety of health and human service resources, including child care, food, shelter, and counseling. They also help find volunteer opportunities and match in-kind gifts, such as furniture or used cars with many of the community's non-profit organizations.

What is the value of running a workplace campaign?

A workplace campaign can be of value to your company in many ways. First and foremost, a workplace campaign provides an opportunity for your employees to support their local community through pre-tax payroll deductions. Many say this is the most convenient way for them to make a meaningful gift. A workplace campaign can also be a team-building opportunity. Many groups set up internal contests or friendly competitions around the campaign. It's a unique way for everyone to come together for a common purpose, interact with each other and learn more about each other and the community.

What will it cost me to run a campaign?

Running a workplace campaign does not cost your company anything. Many organizations match their employees giving with a corporate gift as an incentive for their employees and as an easy way to give back to the community, but doing so is entirely your choice and not a requirement of running a campaign.

For objective questions that are not on the above list, contact your Donor Relations Representative.