Five Common Attitudes Exhibited by Potential Contributors

**Attitude of Misunderstanding**
A misconception regarding SEFA
**Response:**
Clear it up by answering directly

**Attitude of Skepticism**
Interested, but doubts something in what you are saying or something about SEFA
**Response:**
Listen, show interest, and offer facts to strengthen your case

**Attitude of Objection**
Has a concern about SEFA that is not alterable
**Response:**
Accept and recognize the objection, then focus on the other important reasons to give

**Attitude of Indifference**
Seems disinterested and sees no need to contribute
**Response:**
Ask questions to determine what services are most important to this individual – explain the designation option for directing contributions

**Winning Attitude**
A confident understanding of SEFA
**Response:**
Sign them up!