

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!