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
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!