

LISTED ARE THREE TYPES OF SOLICITATION TECHNIQUES: MANAGEMENT | GROUP | ONE-ON-ONE | HANDLING OBJECTIONS

MANAGEMENT SOLICITATION

Indicators show that separate management solicitations at the outset of the campaign have demonstrated significant increases in participation within this group.

Benefits

- Builds campaign leadership
- Sets an example
- Provides a great opportunity for a Leadership Giving Program
- Educates leaders about SEFA and voluntary giving

Steps

- Get on the agenda for a regularly scheduled leadership/supervisor's meeting
- Be prepared
 - Be knowledgeable
 - Know previous giving history of the agency/facility
 - Have benchmarking data on similar agencies
 - Know what you want to accomplish at the meeting
 - Be prepared to shorten the presentation if necessary
 - Make your pledge first
 - Thank the leaders for past support
 - Review the need and results
 - Explain the critical role the managers plan; leadership, setting the tone, enabling activities
 - Ask them to participate
 - Thank them for their time – whether they give or not

GROUP SOLICITATION

Benefits

- Requires less overall time than individual solicitations
- Employees receive high-quality and organized information on which to base their decision
- Offers a pressure-free environment
- Groups generate enthusiasm
- Results indicate that employees are more likely to contribute

SAMPLE GROUP MEETING AGENDA

TOPIC	SPEAKER	TIME
Pledge card/brochure distribution as employees arrive	Employee Campaign Manager	
Welcome & Endorsement of SEFA	Agency Head (management) Shop Steward (labor)	2 minutes
SEFA Facts	Loaned Associate/SEFA Staff	3 minutes
Need and Results	Charity Speaker	12 minutes
Pledge Form and Brochure Distribution (for those arriving late)	Employee Campaign Manager	1 minute
Closing remarks/Questions/Thank You Collect Pledge Cards	Employee Campaign Manager	2 minutes

Note: If a campaign video is used, the Charity Speaker time can be reduced or replaced.

ONE-ON-ONE SOLICITATION

This technique offers the solicitor the opportunity to approach each employee that is assigned to him/her individually and in a relaxed atmosphere.

Benefits

- Informal and personal
- Meets needs of employees who may not maintain regular office hours
- Allows prospective donor to receive more specific information
- Accommodates agencies with limited time, schedules and personnel

Steps

- Make your pledge first
- Personalize pledge form
- Ask all employees to give to SEFA
- Develop a system to track campaign progress
- Follow up
- Answer all questions
- Thank the employee for his/her consideration – even if no contribution is made

HANDLING OBJECTIONS

You can expect at least some of the people you are soliciting to express doubts about giving, particularly when you are asking them to increase their pledge from the previous year. These attitudes are a natural part of the campaigning process and they are signals that you are doing your job well.

Be patient. Listening to concerns and responding with facts can overcome obstacles to giving to SEFA. People may object for a number of reasons: a belief that they can't spare the money; resistance to feeling pressured; a feeling that SEFA is too impersonal; a dislike for a SEFA volunteer; a negative experience; a personal mood at the time; lack of SEFA knowledge.

Keep the following points in mind:

- Negative attitudes aren't personal. An objection is not directed at you but rather at an idea that you are presenting.
- Encourage the person to talk. Don't retreat. Probe. If the objection is insincere or illogical, it will fall on its own weight.
- Be sympathetic. Listen carefully. You can be sympathetic and concerned without necessarily agreeing.
- Handle objections. There are many aspects that will evoke positive feelings. You can often deflect an objection by pointing out a positive.
- Don't argue. This places the other person on the defensive.
- Educate. Talk facts. When you are confident and can speak intelligently about SEFA and its supported services, it shows. You must believe in SEFA to gain their confidence.

Relax and be yourself. You have an important request to make and you must be absolutely straightforward.