

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!