

HANDLING POTENTIAL OBJECTIONS

Sincerity and commitment are the best tools when responding to objections. Often providing accurate information overcomes misconceptions and plants a seed for future giving.

I already give directly to a charity.

Firstly, thank you for giving. Together we can accomplish more than anyone can alone or through a single charity. United Way is looking at the big picture – assessing community conditions, investing in focused goals and measuring results to create long-term changes. By giving through United Way, you are choosing to support the greatest need in the Oshkosh area.

Times are tight. I don't have money to spare.

Every gift to United Way, no matter its size, provides vital services to people in our community who need our help. When you give, you join thousands of generous donors in the Oshkosh area to create life-changing conditions for some. You may find that giving a small amount each pay period through payroll deduction allows you to make a pledge that fits your budget.

I feel pressured into giving.

Giving is a personal matter and decision. Neither United Way nor its volunteers believe people should be forced to give. Pressure defeats the very idea of voluntary giving. United Way counts on people to give because they understand the critical needs of our community and because they want to improve people's lives. Everyone should have an opportunity to give and to enjoy the emotional reward that comes from knowing you are part of building a stronger, healthier community. Only you can determine whether you want to give at this time.

I don't live in Oshkosh.

In today's world, people often have ties to more than one community. Each United Way serves a particular geographic region and is committed to fostering the health and vibrancy of that area. Through United Way's donor choice program, you have the option of designating your gift back to the community in which you live or you can split your gift to make a difference in both communities.

I heard about a financial scandal at United Way.

Every United Way is local and independent, including your Oshkosh Area United Way. A volunteer board of directors comprised of industry professionals and leaders in the Oshkosh Area United Way makes decisions about investments for our region, and OAUW has never experienced any financial abuse. Over 25 years ago, a former United Way of America president,

William Aramony, and two associates, were indicted for misusing funds. Neither United Way of America as an organization, nor any local United Ways, were charged with any wrongdoing in this matter. United Way instituted major governance and structural changes, and has become a model of accountability in the non-profit sector. Forbes magazine has since named United Way among the top five all-star charities for financial efficiency.

I don't use United Way services so I don't benefit from giving.

It takes everyone working together to create a strong, vibrant community. We all win when children succeed in school, families are financially stable and our neighbors are healthy. Job loss, loss of a loved one, illness, accidents, disabilities, family problems, natural disasters, and the problems of growing up and growing old know no boundaries. Your gift helps ensure that United Way services are available when they're needed. In fact, you or a family member may have already used a United Way-funded program without realizing it. People from all backgrounds benefit from services provided by United Way partner agencies including nutrition and education programs, mentoring and job training and much more. In fact, 1 in 3 people in the Oshkosh area benefit from a United Way-funded program.