

# The Art of “the Ask”



How you approach a co-worker to ask for a CFC pledge is key to your success. CFC is NOT a high-pressure sales pitch; it is a positive “soft-sell.” It’s OK to take “no” for an answer. Really! Just because someone says “no” does not mean they are a bad person or that they never will give in the future. People give in many different ways — respect their right to choose. Make it *your* goal to get everyone you meet to smile, and to walk away with a smile yourself, regardless of the outcome.

## CFC Recommends the “See, Feel, Help” Approach.

### 1. Help the donor to SEE the vision of CFC

*Make the ask after a group meeting has been held where you show the CFC Video and name your organization’s goal in terms of the impact on human lives. For example, if a \$10 contribution can provide a new book for one at-risk child learning to read, the organizational goal of \$5,000 is the equivalent of helping 500 lives improve. This is a really positive way to get people “on board.”*

### 2. Help the donor FEEL a reason to give

*Keyworker: (Engages in conversation ) ....Anyway, I came by to let you know I’m serving as a Keyworker for the Combined Federal Campaign this year. You know, CFC means a lot to me personally (shares story about an interaction with a CFC organization or a reason he/she is involved: could be medical care/research, scouting, personal or community disaster response, environmental or animal well-being, etc.)... and that’s why, to me, CFC is way more than just “giving to charity” — it’s saying “thank you” for the help I received and making a real impact on someone’s life.*

### 3. HELP the donor by making it easy

*Keyworker: “Have you participated in the CFC before?”*

*Donor answers: “Yes.”*

*Keyworker: “Awesome. Let me tell you about our Leadership Giving program...”*

*- or -*

*Donor answers: “No.”*

*Keyworker: “Oh, it’s fantastic! Let me quickly tell you how it works. The CFC is really YOUR campaign because YOU choose the organizations that specifically mean a lot to you, based on your own interests or experiences. There’s over 2,500 to choose from! And payroll deduction lets you spread your gift out over the course of the year so it doesn’t break the bank to be generous. (Shows her a list of examples of what \$1, \$5 or \$10 per paycheck can accomplish. Listens to response).*

*Keyworker: Let me show you how to fill out the form, it’s really easy. Or “Let me show you how to pledge online it’s really easy and it makes our campaign even more efficient by reducing paperwork. (Response. Addresses any questions) (Explains incentive items and CFC Eagle Club program.)*

## Always say THANK YOU for their time and (if applicable) their pledge.

*Keyworker: I really appreciate you letting me come and talk to you about this. It means a lot to me. Your gift is really going to make a big difference in someone’s life. Thank you!*