



THE ART OF ASKING

1. Introduction:

- Do the easiest contacts first.
- Build self-confidence.
- Familiarize yourself with the information.
- Establish positive, friendly rapport.
- Explain your role as a key worker when you personally contact co-workers about CFC.

2. Needs:

- Our neighbors (local, national, global) have many diverse needs.
- CFC provides each of us an opportunity to help people with these needs.
- Through our generosity to CFC charities, we can do our share.
- Use Contributor's Brochure to show charity's diversity and mission.

3. Answer Questions:

- Respond positively. Every comment is a chance to explain about CFC.
- Educate your co-workers about CFC. Enlightenment generates involvement.
- Facts learned in Key worker training will prepare you to explain CFC.
- Co-workers have special interest; point out charities that support these.
- Unanswerable questions? Call your PFCO or LFCC. He/she will respond quickly with information you need.

4. Deal with Objections:

- You can expect objections from some of the people you solicit. It is a natural part of the process, especially when you ask someone to increase their pledge. Consider objections as an opportunity to win over a new donor. The objection is not about you, but rather the ideas you represent.
- Listen carefully and calmly while empathizing with your prospect. Show concern without agreeing. Express empathy without arguing. In group meetings, encourage your prospect to discuss the matter privately. You have important information to present, therefore, be as straight forward as you can. Make this a win/win situation!!