

Asking for a Pledge is Easy!

Be Prepared

- Develop a clear understanding of the CFC. Review the materials in this guide. Become familiar with the brochure and pledge form.
- Call your Loaned Executive for answers to questions and concerns.
- Be sincere. Tell your co-workers why you volunteered for this position.

Be Friendly

- Make a good first impression. A smile and common courtesy are musts.
- Thank everyone – whether they give to the campaign or not.

Be Informative

- Use the brochure as a charity guide to address any concerns that may come up during your solicitation. Point out the spectrum of services offered by CFC-funded charities.
- Stress charitable needs rather than campaign results.

Address Questions and Concerns

- Answer any questions you can.
- If you don't know the answer, don't guess. Ask your Loaned Executive and follow up.

Ask for a Pledge

- Remember: you're not asking for yourself, but for others who need help.
- Stress the importance and efficiency of helping others through the CFC.
- Present the pledge forms and ask for a pledge.
- Emphasize payroll deduction as the most convenient way to give.
- Ask co-workers to return the pledge form, with or without a pledge.
- Remember to say *Thanks!*

