

**2009 UNITED WAY OF DANVILLE AREA CAMPAIGN
SOLICITOR'S GUIDE
"Steps for Success"**

1. KNOW THE UNITED WAY OF DANVILLE AREA STORY

Review the Facts At A Glance about the United Way of Danville Area and the 2009 United Way brochure.

2. MAKE YOUR OWN PLEDGE

When solicited for your 2009 contribution to the United Way of Danville Area, please consider your pledge carefully and give generously. By being a contributor you have the personal experience to ask others to do the same.

3. BE PREPARED TO CALL ON YOUR ASSIGNED ACCOUNTS

Review the past giving history of each account before meeting with your prospect. Arrange to meet with each prospect in person. In order to be prepared to respond to a prospect's questions and concerns, review the information provided and prepared for you by the United Way of Danville Area.

4. CALL ON YOUR ASSIGNED ACCOUNTS IN PERSON.

A personal visit makes a strong positive impression.

5. "FAIR SHARE & CAMPAIGNING TO POTENTIAL"

Review with your prospect their "Fair Share".

6. COMPLETE YOUR TASK IN A TIMELY FASHION

Get the job done quickly. Schedule a time when you can return and pick up their pledge cards. Report your results to your Vice Chairman **by Friday, October 30, 2009.**

7. BE ENTHUSIASTIC AND SAY THANKS

Nothing is more important than a heartfelt thank you on behalf of the United Way of Danville Area.

THANK YOU!!!

**United Way
of Danville Area**



IMPROVING LIVES BY MOBILIZING THE CARING POWER OF OUR COMMUNITY

LIVE UNITED™