

**2011 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, the 2011-12 Agency Program Funding Summary, the Getting Ready for Kindergarten calendar, Parent Yellow Pages, the Pocket Guide Resource Guide and the Familywize prescription cards that United Way of Danville Area provides to the community.

2. MAKE YOUR OWN PLEDGE

When solicited for your 2011 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. Begin with a sincere "Thank You" for past support. Familiarize them with the programs & resources listed above that United Way donations make possible. Should they need any of these for their employees, please get their contact information & number needed to us with their pledge information.

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 Monday, October 31, 2011.**

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™