

United Way of Etowah County

Concerns and Objections

You may, on occasion, encounter people who object to contributing to United Way. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information.

Here are some insights into the psychology of objections and suggestions for handling them:

- **Objections are not personal.**
Remember, they are not directed at you.
- **Objections are often based on incorrect information.**
Try to identify the real issue.
- **Show sympathy.**
Listen carefully, and show your concern. This does not mean you agree, but that you care about the concern.
- **Don't argue.**
Instead, offer information about the many ways United Way helps people, or offer to discuss the issue further after the group meeting.
- **Encourage the objector to talk.**
Allow the person voicing the objection the opportunity to expand on it at length. An insecure, illogical or poorly thought-out objection will fail on its own.
- **Relax and be yourself.**
You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.
- **Don't be afraid to say you don't know.**
Let those questions know you'll get back to them with the answer. Tell them they can call United Way at 587-2581 or visit our website at www.unitedwayec.com.
- **Remember! Education, not coercion.**
The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, hinders communication and understanding, and can lead to decreased support.