

PLEDGE CARD FOLLOW UP IDEAS

Here is an example of a fun communication to send out regarding pledge form follow up.

TOP 10 REASONS WHY PEOPLE HAVE NOT TURNED IN THEIR UNITED WAY PLEDGE CARDS

10. Nobody twisted my arm
9. I left my pledge on personnel's answering machine.
8. I didn't know we had to.
7. I'm waiting until I win the lottery.
6. I waiting for a personal call from my accountant.
5. It went down in the laundry.
4. United who?
3. I gave at the office... oh, this is the office.
2. I didn't get one... I don't get a lot of things.
1. I didn't think there was room on my paycheck for another deduction.

We are still \$\$\$\$ from our goal. Every dollar given to the Sioux Empire United Way provides someone with the help they need. Each program depends on our investment in its future. A contribution through the Sioux Empire United Way is not a contribution to your employer, to your city or to some ambiguous organization. Sioux Empire United Way is neighbor helping neighbor.

(___)% of our United Way pledge cards have not been turned in. Whether or not you contribute, We ask that all cards are signed and turned in. A signed card tells us you have been contacted and made a decision about giving and we do not need to contact you again.

Our community has looked to employees of (your company) as role models in giving and caring for our community through the Sioux Empire United Way. Let's continue to make the Sioux Empire a better place to work and live.

Please turn in your pledge card in to (contact name) by (date). Thank you!