

How to Answer your Co-Workers' Common Questions and Objections



1. I heard that a lot of money goes to administrative overhead instead of to the charities. Is that true?

All fundraising has some administrative overhead. The overhead rate for the Hawaii-Pacific Area CFC is low, about 8%. Additionally, each charity's overhead percentage is listed with their description. If the charity that you're considering has a high overhead rate, just give them a call and ask for an explanation.

2. It's really tough financially right now.

I know what you mean. It's been hard for me, too. But I'm still giving this year. As difficult as it is for us, it's even harder for many people. The charities really need our help. It's important to graciously accept "no" for an answer if the person declines to give.

3. I don't want anyone knowing who I give to or how much I give.

If you make your pledge online, your donation is confidential. If you want to make a private paper pledge, just put your completed form in an envelope, seal it and give it to me (your Keyperson). It will remain confidential.

4. How do I choose a charity to designate?

If you go to <http://www.cfc-hawaii.org>, there is a charity search function where you can search for causes that interest you and get a list of charities that support that cause.

5. I'm really busy. I don't have time to talk about CFC.

I understand. But can you give me just fifteen seconds? CFC is a chance for us to give back, to make a difference in lives. Using payroll deduction to makes it easier and you can give online. I really hope you'll participate in this year's campaign.

6. I pay my taxes even though I disagree with the government and its approaches to community needs. It just seems wrong that the government asks us to donate to CFC.

It isn't the government asking you. It's not even me. The charities really depend on the dollars raised through the CFC to provide critical services.