

## How to Respond To an Objection or Concern

- **Reflect:** Acknowledge the Objection, Then Ask A Direct Question.
  - “I can appreciate that...” (ask a direct question)
  - “That’s a normal reaction...”
  - “I’m not surprised to hear you say that...”
  - “That’s interesting...”
- **Response:** Agree and Then State the Benefits of Your Point.
  - “I can understand why you feel that way, however... (state the benefits of your point)
  - “Yes, I used to feel that way, however...”
  - “That’s interesting, but think about...”
  - “You’re not alone in your feelings, however...”

### Frequently Raised Concerns & Responses

#### 1. “I can’t afford to give to the SECC.”

**Reflect:** “That’s a common concern. Initially, I felt the same way until I realized how I would be helping this community... so many people benefit.”

**Ask:** “Without the SECC, what are the other options?”

**Response:** “We could turn the full responsibility over to the government, but I feel better when I give voluntarily to help people. When I know that our dollars will be distributed by local people to help our own friends and neighbors, it makes me feel good to know that my gift is used in this way.”

#### 2. “The SECC’s fundraising costs are too high.”

**Response:** “The SECC’s 2010/2011 fundraising costs are at the lower end among nonprofit organizations. Out of every dollar donated through the SECC, more than 92 cents goes to the agencies you choose.”

#### 3. “The SECC payroll deduction minimum is too high or nobody is going to tell me what to give.”

**Response:** “Giving is a personal matter and can only be decided by you. The payroll deduction minimum of one dollar per pay (five dollars for a ‘cash’, one-time, contribution) for each organization designated was decided on by your fellow State employees.”

#### 4. “How much should I give?”

**Response:** Combined campaigns have long asked donors to consider an hour’s pay per month to support the many helping services and programs that are

included. Consider that if just one or two organizations came by each month you would likely contribute that amount. The SECC will recognize those givers who pledge **one half-hour's pay per check** through payroll deduction. These **CHAMPIONS** are the state employees who will lead the campaign to success.

“The chart in your SECC brochure gives some general suggestions about your rate of pay and what a half-hour per month’s gift would equal. (A half-hour per pay is only .006 of your annual pay.)”

Hourly Rate	Champion Per Pay Deduction	Yearly Contribution
\$10	\$5	\$130
\$12	\$6	\$156
\$14	\$7	\$182
\$16	\$8	\$208
\$18	\$9	\$234
\$20	\$10	\$260
\$22	\$11	\$286
\$24	\$12	\$312
\$26	\$13	\$338
\$28	\$14	\$364
\$30	\$15	\$390

In the final analysis only you can decide how much to give to support the work of one or more of the many community agencies that can benefit through the SECC. If you find you are giving more than this suggested guide, consider it a testament to your caring and generosity.

**5. “I give all of my money to church/temple.”**

**Response:** “The fact that you are supporting your church/temple reflects your personal religious convictions and your desire to help your fellow man. If your church/temple meets the requirements to be recognized as a 501(c)3 charitable organization, you can contribute to it by payroll deduction through the SECC.”

**6. “I work for a living. I pay my own way. None of these agencies help me or my family so why should I support them?”**

**Response:** “Agencies like Boy/Girl Scouts, Mental Health America of Indiana, Salvation Army and the American Red Cross provide services that are available for everyone.”

“There is no family or individual in Indiana totally untouched by the work of the agencies supported through the SECC. Many of us benefit directly - and all of us benefit indirectly.”

“It’s possible that you may never use a specific service that is supported through the SECC. However, some people give because they want to maintain the services in case they do need them. Like disaster assistance or home health care

for an elderly relative, or youth development programs. But, a number of people give because there are persons in our community who cannot pay their own way... who really cannot help themselves as much as they would like... an abused child, a handicapped youngster, an elderly person, the mentally ill, the homeless. They need help... service... so that they can learn to help themselves.”

“You may not use any of the services now, but can you be sure that you will never have the occasion to use them? Stop and look at the tremendous range of services provided by the charitable organizations that are now eligible to receive funds through the SECC; most of us use some of them some time in our lives. The fact that these organizations are meeting needs of many people in our area helps assure that this will be a better place in which to live and work.”

**7. “My husband/wife gives where he/she works.”**

**Response:** “The charities supported through the SECC could accomplish so much more if all of the working people in our community contributed.”

“I’m glad to hear that your spouse gives at work. But as an individual, your gift is important also. We are asking that you do the same, as an individual, by making a contribution based on *your* salary.”

**8. “I know a friend who didn’t get help when he needed it, so I’m not going to give.”**

**Response:** “When we give our money, it is important we can be sure that people are getting the help they need. Most often, people who are turned away have approached an agency for service that it does not provide. Find out what reason was given. The SECC campaign manager is more than willing to check out specific cases or refusals of service.”

**9. “I feel like I’m being pressured to give to the SECC.”**

**Response:** “No one wants to be pressured into giving. Forcing someone to give by threat is not a good way to convince people to help others. In fact, pressure defeats the very idea of voluntary giving.”

“People usually give because they understand the critical needs of people in our State, and because they feel the SECC is one of the best ways to help people in need. That’s why I’m here – to help you learn more about the SECC and to answer any questions you might have so that you can make your decision based on an understanding of the needs. Really, that’s the most logical and meaningful basis for giving, isn’t it?”

**10. “Are all the agencies supported through the SECC just for the poor?”**

**Response:** “Dollars contributed to the SECC go only to the charitable organization(s) you designate. These organizations that receive contributions through the SECC must demonstrate to the US Internal Revenue that they exist to benefit the good of the country. It is very likely that you, a member of your family, or one of your co-workers has benefited either directly or indirectly from services provided by one of the organizations that can be supported through the

SECC.”

**11. “Why have the SECC?”**

**Response:** “This single, annual fundraising drive which helps to support a multitude of services, is the most efficient, economical method yet devised. It works so well because we can combine their resources for one appeal instead of many individual drives. Contributors, too, have the opportunity to see their charitable dollars go the furthest to do the most good, helping to support many agencies through one gift.”

**12. “What if I don’t have the cash now?”**

**Response:** “The charitable organizations supported through the SECC don’t have to have cash today. They need pledges for year-round support of services. You can make your contribution by year-round payroll deduction and it will be even more effective than cash today.”

**13. “How come I’m asked to increase my contribution?”**

**Response:** “Because inflation makes the need for increased support of the charitable organizations greater than ever. Costs of providing services by these organizations have increased, while the purchasing power of the SECC contributions has decreased.”

**14. “What happens if I make my pledge through payroll deduction and I leave state government?”**

**Response:** “If you are on payroll deduction, your contribution automatically will cease upon termination of employment.”