

OVERCOMING OBJECTIONS & CONCERNS

IMPORTANT

You should never feel obligated to respond to a caller's question or complaint that you aren't comfortable answering. When you encounter a situation like this, you can simply tell the caller the following:

"I'm so sorry. I am a volunteer making phone calls, but we want you to be heard. I'm happy to pass your name and number on to a Federation staff member who will get in touch with you and can help. Is it okay if I do that?"

Then pass their information on to a Federation professional so the right staff member can follow up.

I am frustrated with/angry about (an issue), so I don't want to give to Federation.

Thank you for expressing that concern — it's important for us to hear comments like yours. I want to make sure your feelings get communicated to the appropriate people — and I can have someone contact you if you'd like (see highlighted box). It's important to remember that a gift to Federation's Annual Campaign touches thousands of lives, and I hope we can still count on your support for the rest of our global Jewish community.

I cannot afford to donate anything at this time.

I'm really sorry to hear that. A gift at any level will make a difference, but please know the community is here if you ever need help.

Can I give you the number to the JHELP resource line?
It's 248-592-2650.

I give to other Jewish charities.

Your gift of tzedakah to all charities is greatly appreciated. A gift to Federation is unique in providing the widest variety of social and Jewish educational services to the

entire Detroit Jewish community and overseas. No one gift affects as many lives as your gift to Federation.

I don't know how Federation allocates campaign dollars.

Ninety cents of every dollar donated to the Jewish Federation goes to Jews who are in need locally and around the world. We provide care and shelter for our elderly, Jewish education for our young and assistance to immigrants in Israel and in the U.S., as well as to Jews who are at risk, both locally and overseas. Please visit jewishdetroit.org for complete allocation information.

We already have received a call today. (If the donor has a spouse...)

It's possible one of our volunteers called to speak with your spouse about their separate pledge. Would you be interested in making a pledge in your own name, or would you like me to make a note in your account that you would like to make a household gift from now on instead of individual gifts?

I just received something in the mail from you.

Great! We're just calling to follow up. Can I note your donation now?