# Overcoming Objections

Here are some common objections you might hear and responses to address them. Begin your response to an objection by saying, “I understand how you feel. Thank you for sharing your thoughts with me.”

* **I WANT TO GIVE DIRECTLY TO AN AGENCY OR PROGRAM.**
  + It’s great to give to individual agencies, but giving through the Federation’s Annual Campaign makes your dollars go further. Houston Federation works closely with each of its funded agencies, ensuring that your giving has the highest impact and goes to the areas of greatest need.
  + Our partner agencies do wonderful work. Your donation to The Jewish Federation helps us keep our overall community strong by bringing people and resources together for widespread help, while creating a communal safety net. A gift to The Jewish Federation supports more than just one community need; it supports over 80 partner agencies that make programs and services possible for all who seek help or to connect. This one gift touches many lives and by joining our communal resources together, we are able to ensure that ALL of our community’s critical needs are addressed.
  + We encourage our donors to support the individual organizations that are meaningful to them. A gift to the Federation supports more than any specific agency. It’s about the Jewish community as a whole and ensuring that it’s healthy and strong today and tomorrow. Giving to the Federation allows you to make a single gift that sustains Jewish life locally and in 70 countries around the world. A single gift helps ensure that our community will always have a full array of the programs and services that sustain and nurture Jewish life.
* **I’M HAVING ECONOMIC DIFFICULTIES AND CANNOT GIVE THIS YEAR.**[Please stop soliciting money.]
  + I’m sorry to hear that. The Jewish community is here to help. May I offer to put you in touch confidentially with someone who could offer services you might need?
  + [Note his/her information and forward it to a JFGH professional. If they are not interested in getting help, offer Jewish Family Services as a resource]
* **I WANT TO DO WHAT I DID LAST YEAR.**
  + I understand and we are so grateful for your continued support. The Federation depends on our loyal donors like you to ensure that we have stable funding for the community. In light of the current inflation rate and rising cost of services, would you consider a 10% increase making your gift X? Small increases from many donors add up to a significant increase in support for the services our community depends on.
* **I DON’T WANT MY MONEY GOING TO ISRAEL BECAUSE I DON’T LIKE THE GOVERNMENT**
  + Please know that your gift does not go to support the government of Israel. It supports individual Israelis. For example, your money helps purchase crisis medical equipment, repair dilapidated bomb shelters and provide emergency support for families affected by rocket attacks.
* **I RECENTLY GAVE TO THE HOUSTON FEDERATION.**
  + The 2023 Annual Campaign runs from September 1, 2022 through August 30, 2023, so I hope to get your commitment for the 2023 Campaign. Your payment would not be due until December 31, 2023, and this money would help Jewish agencies starting in the fall of 2023.
* **I HAVE A MAJOR LIFECYCLE EVENT.**
  + Mazel tov! That’s wonderful. Perhaps you can take the opportunity to make a commitment in honor of your loved ones lifecycle event?