



## Charity Information Network

BBB Serving Central Ohio 1335 Dublin Rd., Suite 30-A, Columbus, OH 43215 [www.centralohiobbb.org](http://www.centralohiobbb.org)

### Five Best Questions to Ask Charity Telemarketers

**1. Do you work for the charity or a professional solicitor?**

*Some charities use their own employees or volunteers while others hire outside contractors. If the caller works for a telemarketing company, the best follow-up question is...*

**2. What percentage of my donation will the charity receive?**

*By law, telemarketers must answer this question truthfully. While some telemarketing companies charge a reasonable percentage for their services, others may keep 90% or more of your donation. Be aware that the answer "all of it" is rarely true.*

**3. Is my donation tax-deductible?**

*If the answer is "no," then the organization may be a labor union, fraternal organization, political lobbying group, or even a for-profit company claiming to be a charity. Before you donate, know who the organization is by asking for their full name and address.*

**4. How will my donation be used?**

*Ask for details: when, where, who. If they claim to have local programs, then ask them where and when the programs take place. Be cautious of appeals that are long on emotion, but short on details.*

**5. Can you send me some written information?**

*Your donation is an important decision, and you deserve the right to make that decision on your own time after thoughtful consideration. Refusing or being unable to provide written information, or pressuring you to make an immediate gift, are major red flags.*