

PLANNING THE ASK/ THE PROCESS

REMEMBER: IT IS ALL ABOUT RELATIONSHIPS!

Planning

Decide Who You are Asking: Individual? Company? Husband or Wife?

Decide What You are Asking For: Money? How much? Asking someone to an event? In what capacity?

Understand That There will be “No’s”: And that is okay! Don’t let them get you down.

But Expect a Yes: Attitude matters. Go into every ask expecting a yes, and asking for a yes.

Show People How they Can Make a Concrete Difference or Reach a Concrete Goal: People like to know that their donation is doing something specific and concrete. “I am raising \$1,000 for the Boy Scouts. Will you donate \$100 to help me reach that goal?”

The Process

Start with the Pleasantries: family, work, shared interests, things in common

Make a transition: A good transition might include - “Lisa, I want to talk about something very important to me.” “Beth, I need your help.”

Make the connection: remind the prospect of the connection you have with the organization. “Jim, you know I have been on the board of the Farmer’s Assistance Fund for three years now...” or “Susan, you have been to three events at the Rising Sun School and volunteered at our annual community day...”

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Make Prospect Cry: (a bit overboard!) Make sure that the prospect understands the impact of your mission - tell your story(s). "Dina, I am heartbroken when I look into the faces of these children. I see such pain, and I can't believe we don't have the resources to help every single one."

Help Prospect to Understand Why You Need What You Are Asking For: Why are you asking for \$500? (To provide scholarships for summer camp)

Make the Ask: Remember to make it a question and to ask for something concrete and specific.

SHUTUP: This silence is the hardest part of making the ask. But if you don't shut up, you *will* talk a prospect out of a gift. You've just asked the person to do something they have never done for your organization. So give them the space to process your request. They'll be thinking things like "Do I have that in my account?" "How will I justify this to my business partner?" "Oy, how will I justify this to my spouse?!" They'll let you know when they're done processing by **being the first to speak.**

Make Yourself Comfortable

- ◆ Don't be afraid to write out a script and practice it
- ◆ Bring a prop - a newsletter; annual report; pictures of activities/ programs
- ◆ Prepare at least three stories in advance and practice them