

Making the Ask

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Objectives

How do you ask for a donation?

This session will give you some suggestions and guidance on asking for gifts of any size for your organization. We will discuss who should be making the request, how much to ask for, scheduling the appointment, and effective ways of requesting the donation.



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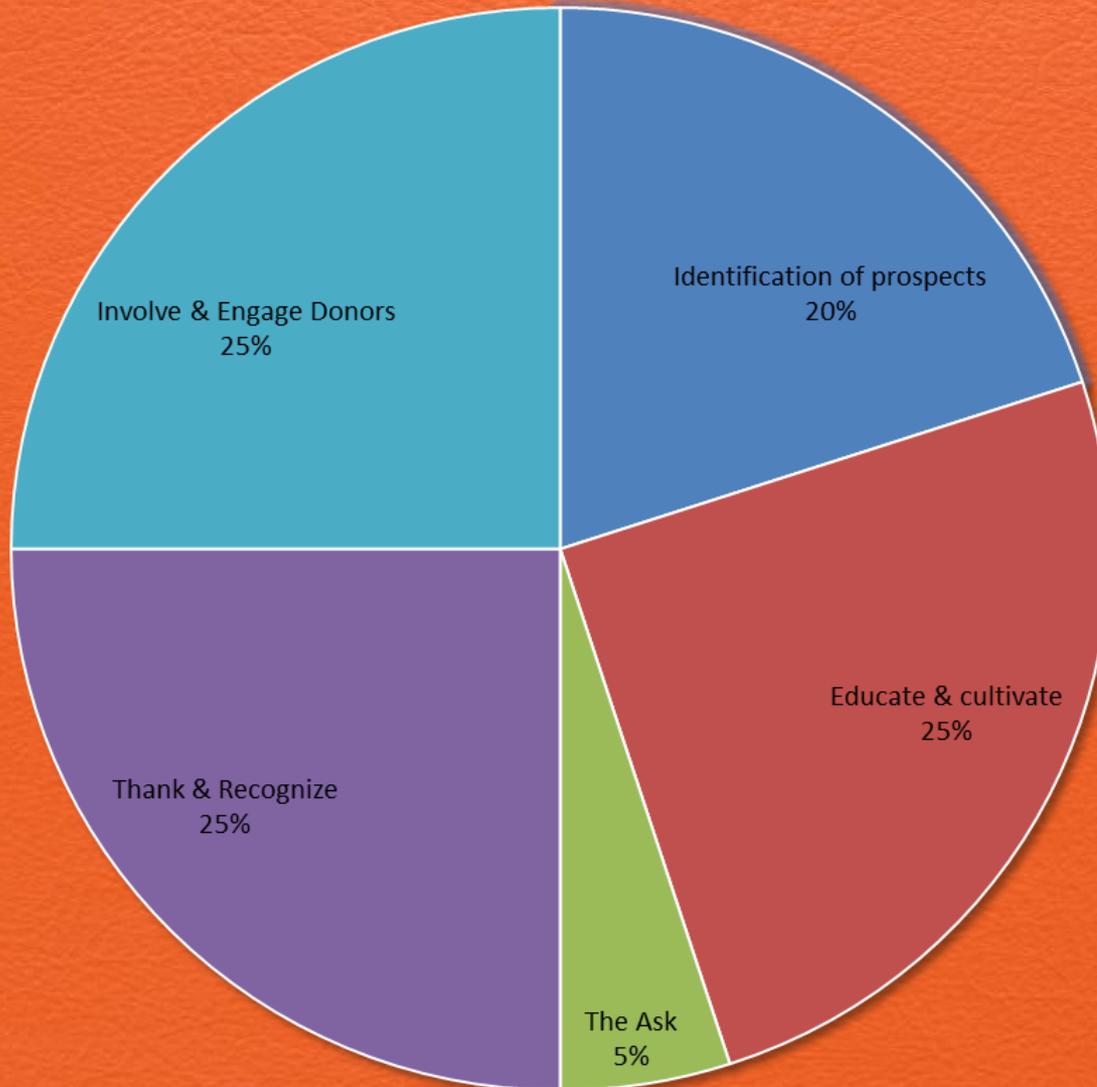
Fundraising is an extreme sport!



Making the Ask

- * Vital to the organization
- * Meaningful for the donor
- * FUN!

the Cycle of Fundraising



Who makes the ask?

- * Executive Director
- * Development Director
- * Board Member

It must be coordinated by the organization.

When do you make the ask?

- * Timing for organization
- * Timing for the donor

Not everyone will give.

Arrange a Meeting

- * Get an introduction.
- * Letter, email, phone call
- * Practice your script.

Research the Donor

- * Donor's passions
- * Donor's giving history
- * Any personal issues going on

The millionaire next door



"I spend most of my time fund-raising."

Shanahan

CN
COLLECTION

Make the case

- * Why the organization is important.
- * What impact the gift will have
- * How the results will be measured
- * Why they should give now
- * Personal story of a real person that benefited from the organization
- * Give testimony of your own gift.

The 3 E's

1. Empathy
2. Energy
3. Enthusiasm
4. Integrity

The moral of the story
is...Ask for a pledge that is
not too much, not too little, but
just right.







After the Ask

- * LISTEN
- * Wait for a response
- * Address concerns
- * Closing the gift

How to deal with hesitancy

* Institution?

* Project?

* Amount?

* Timing?

Sample Responses

- * “I need to talk to my wife about this before I can make a decision.”
- * “Could I make the new wing for \$2 million instead of \$3 million?”

Common Mistakes

- * Not enough cultivation
- * Code calls or impersonal letters
- * **The most important reason people don't give is because they are not asked.**

Staying in Touch

- * Personal relationships key
- * Multiple points of contact
- * Follow up of how the donation made a difference

Golden Rules of Making the Ask

- * Know everything possible about your organization: its mission and vision for the future and its program and project.
- * Make certain that you are completely committed to the organization.
- * Learn everything you can about the prospects and their giving history.
- * After careful assessment, determine the specific amount you will be asking for.
- * 85% is setting up the visit. Don't make the case on the telephone.
- * Practice what you will be saying.
- * Listen.
- * Convey the benefit to the donor.
- * Get a commitment before leaving.

Donor Software

- * Record Keeping/Conversations
- * Up to date addresses
- * Helps with reports and analysis
- * Some examples-Giftworks, Donor Perfect

**You give little when you give of your possessions. It is when you
give of yourself that you truly give.
–Kahlil Gibran**



Sharing

- * Failures
- * What was your first ask like?
- * Examples of conveying a sense of urgency to prospective donor
- * Role Play