

STEPS TO A SUCCESSFUL ASK



Research & Preparation

- Know everything you can about the supporter's history with the organization and their connection with the mission
- Determine a proper request amount
- Know the Case for Support
- Be prepared for a number of responses to your request
- Always be prepared to make the ASK or NOT!

An Invitation to "Join Me"

- Put your money where your mouth is; make your own financial gift, so that you can invite others to "join me"
- Think about why you are invested in the mission--speak from that place.
- Get the supporter talking about their connection to the mission
- Review a custom proposal

The Ask

- Be confident and unapologetic
- Remind yourself that you are advocating on behalf of beneficiaries that may not be able to ask for themselves
- Make a specific, palatable request
- Be calm and wait for the donor's response

Follow Up & Close

- Establish a time to follow up--in person is best
 - Write a thank you note and detail next steps
 - Complete commitment form at follow up meeting
- IDEAS FOR PROPOSALS:
- Offer recognition/memorial opportunities
 - Use photos of the supporter involved in the mission
 - Highlight ways to give

