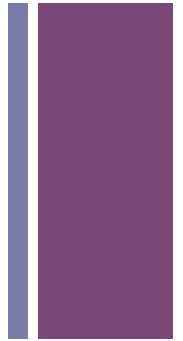


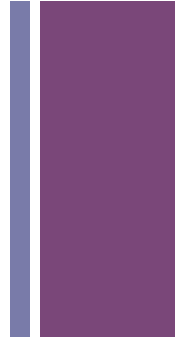
The Art of the Ask

Surefire Strategies for Effective Fundraising

+ Acknowledgements



+ Our Roadmap

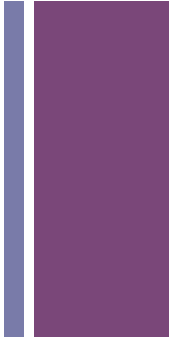


- Individual Fundraising Overview
- Overcoming Our Fear of Asking
- Who to Ask
- Making Your Case
- Asking Face-to-Face
- Making a Pitch



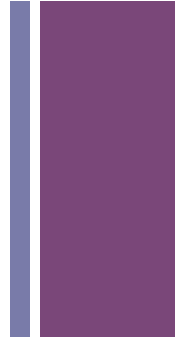
+ Individual Fundraising Overview

+ Why Ask for Individual Donations?

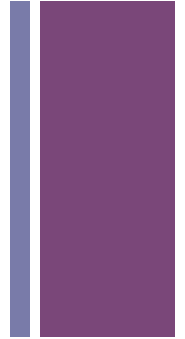


- It's where the money is
- It's stable
- It's renewable

+ Why Do People Give?



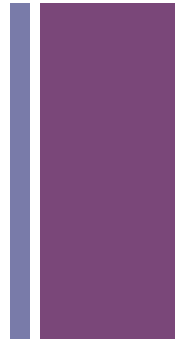
+ Why Do People Give?



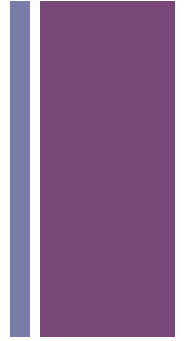
■ **Religious belief**

- To finance work one person can't do alone
- Belief in the organization
- Sense of community responsibility
- Public recognition
- Respect for the person who asked
- Emotional fulfillment
- Altruism
- Tax benefits*
- Social Connections
- Gratitude for Service
- To honor a loved one

+ Why Don't People Give?



+ Why Don't People Give?

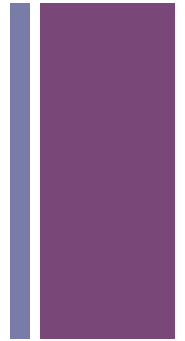


**No one
asked them!!!**

+ Why Don't People Give?

No one asked them!!!

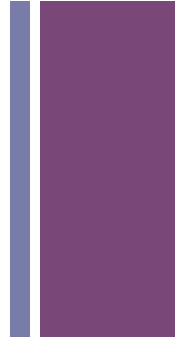
- The wrong person asked
- The presentation was passionless
- The case for a donation was weak
- The donor doesn't have the money
- The timing was bad
- The request was vague
- Earlier gifts weren't acknowledged
- Alternative ways of giving weren't suggested





+ Overcoming
Our Fear of Asking

+ Do You Have Fears About Asking?

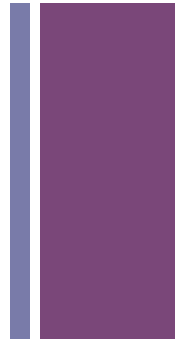


- What are your fears?
- What do you imagine will happen to you?
- What will the person you are asking think of you?
- What do you think of yourself?

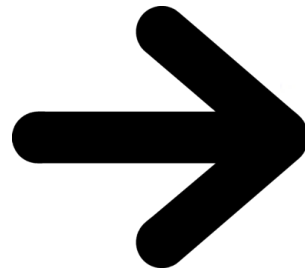
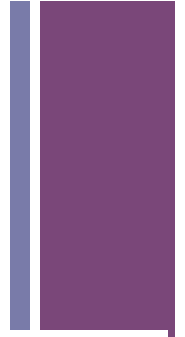
+ What is the source of these fears?

- Relationship with Money

- Culture

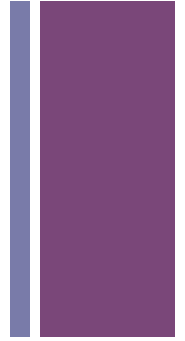


+ Reframe Asking



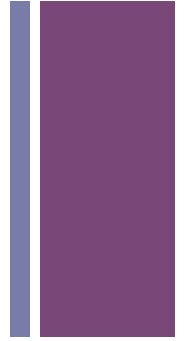
It's not begging! It's giving them a chance to invest in something they care about.

+ Four Levels of Acceptance



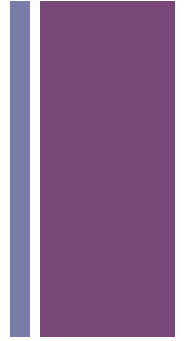
1. My belief in the cause must be greater than my fear of asking.

+ Four Levels of Acceptance



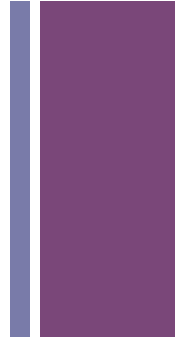
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2. It's my job to ask. It's my prospect's job to decide.

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1. My belief in the cause must be greater than my fear of asking.
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3. Success is defined by the number of people I ask.

+ Four Levels of Acceptance

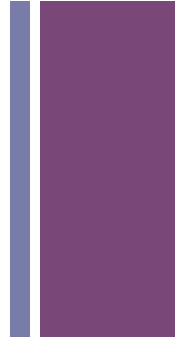


1. My belief in the cause must be greater than my fear of asking.
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3. Success is defined by the number of people I ask.
4. I have to be ok with people saying "no."



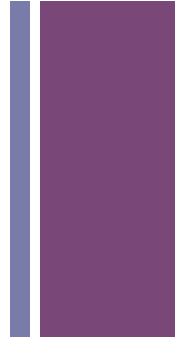
Who to Ask?

+ Who gives?



- Seven out of 10 people give money to organizations and causes they care about.
- The average donor gives \$1,000 or more annually. Donors usually support between five and 11 different organizations.
- Of all giving, 80 percent is derived from households with incomes of \$50,000 or less.
- Lower-income people give a higher percentage of their income than wealthy people.

+ Who to Ask: The ABC's

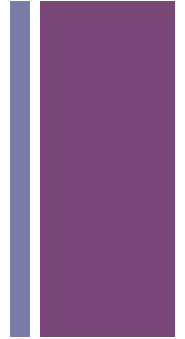


- Ability

- Belief

- Connection

+ Who to Ask



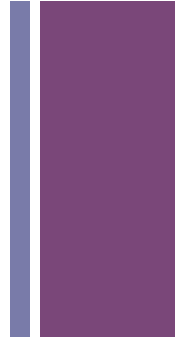
1. **Your existing donors**
2. Your organization's volunteers and contacts
3. People who know you
4. People who support related causes



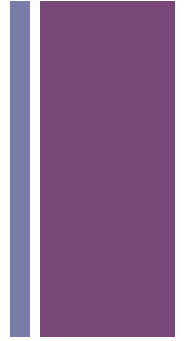
Making Your Case

+ The Book of Me

- COVER: Draw the mission of your organization.

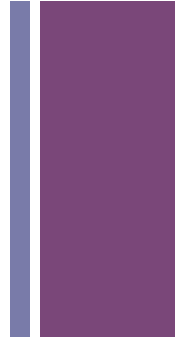


+ The Book of Me



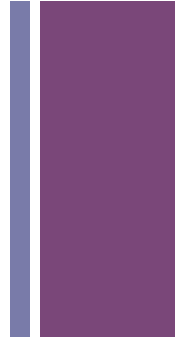
- **COVER:** Draw the mission of your organization.
- **INSIDE LEFT:** Write a list of the programs and services you provide.

+ The Book of Me



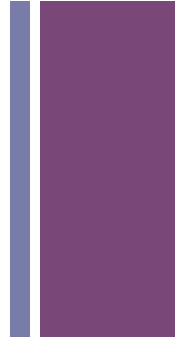
- **COVER:** Draw the mission of your organization.
- **INSIDE LEFT:** Write a list of the programs and services you provide.
- **INSIDE RIGHT:** Tell your “love story.”

+ The Book of Me



- **COVER:** Draw the mission of your organization.
- **INSIDE LEFT:** Write a list of the programs and services you provide.
- **INSIDE RIGHT:** Tell your “love story.”
- **BACK COVER:** Draw (or write) what full funding for your organization (or for a particular project) would accomplish.

+ The Book of Me



Now, share your story!

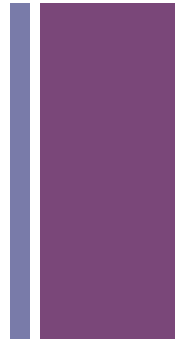


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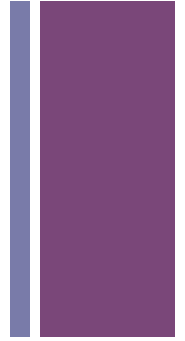
Asking Face-to-Face

+ Why Face to Face?

- High return
- Low cost
- It's fun!

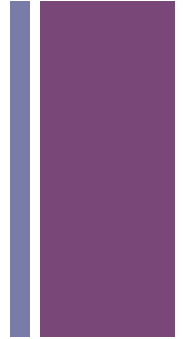


+ Steps to An Ask



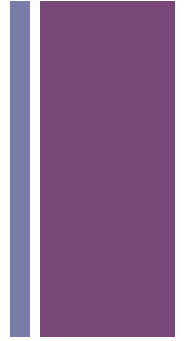
- The Research
- The Letter or E-mail
- The Phone Call
- The Meeting
- The Follow-Up

+ Tips for a Successful Ask



- Make sure the asker is also a donor.
- Ask for a specific amount.
- Have the basic facts about your organization on the tip of your tongue.
- Make it simple and personal. Don't bring a PowerPoint presentation or charts and graphs.
- Spend 20 percent of your time talking and 80 percent listening.

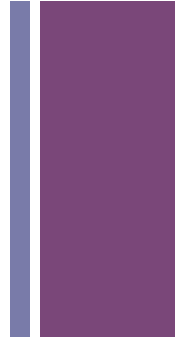
+ Parts of the Ask - 1



■ Present the Case

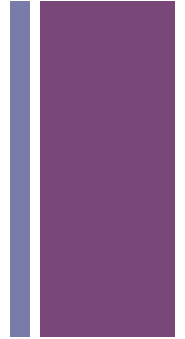
- Who are you?
- What does your organization do?
- What has it accomplished and where is it going?
- Why is that work important?
- How much money do you need to raise?
- How will you use it?

+ Parts of the Ask - 2



- **Ask for a specific amount**
- Tell them when and how you'd like them to give
- After you ask, stop talking
- Respond to objections
- Thank the donor – yes or no

+ Stewardship

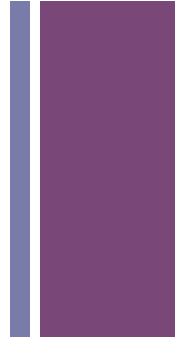


- Follow up!
- Send a handwritten thank you note
- Have a board member call just to say thanks
- Have major donors listed on your website and in your gala program book
- Keep them informed throughout the year. Maybe forward an article about your organization's work or personally invite them to a program you're offering.



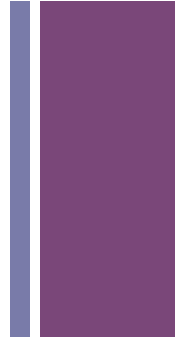
Making a Pitch

+ When to pitch?



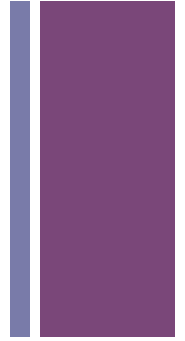
- At a house party or reception
- At a gala or awards ceremony
- At your volunteer events
- You can pitch at every event your organization does — even when they've already bought a ticket to attend

+ Planning your pitch



- Who will make the pitch?
 - One, two or three people?
 - Someone who is a donor themselves
- Who is the audience?
 - What is the general capacity to give?
 - What issues particularly speak to them?

+ Elements of the Pitch - 1



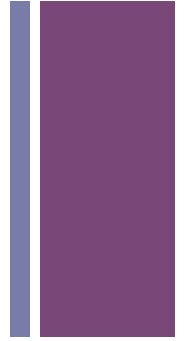
■ The Logic:

- What the organization is doing
- What the impact is

■ The Emotion:

- Tell a story
- Paint a picture of your vision for the future

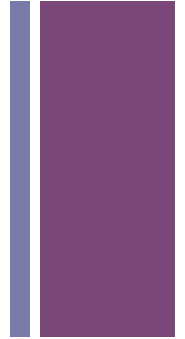
+ Elements of the Pitch - 2



■ The Ask:

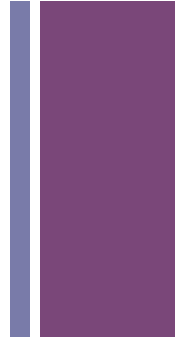
- Have a goal
- Ask for a specific amount or amounts
- Tell them how to give
- If timing allows, announce you'll come back to report how they did, or in smaller group take verbal pledges.

+ Tricks of the Trade



- Have a participation goal
- Use a matching gift to get things moving
- Position board members near key prospects to encourage giving
- Have a few plants in the audience

+ Your Turn: Group Exercise

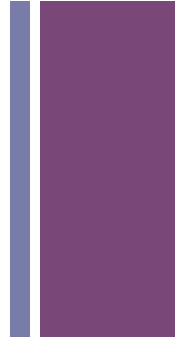


- Pick a cause from your group
- Plan a pitch!
 - Who's going to speak?
 - What are the key points you'll make
 - What's the story you want to tell?
 - What's the ask
 - How will you manage the setup?



Wrapping Up

+ Four Levels of Acceptance



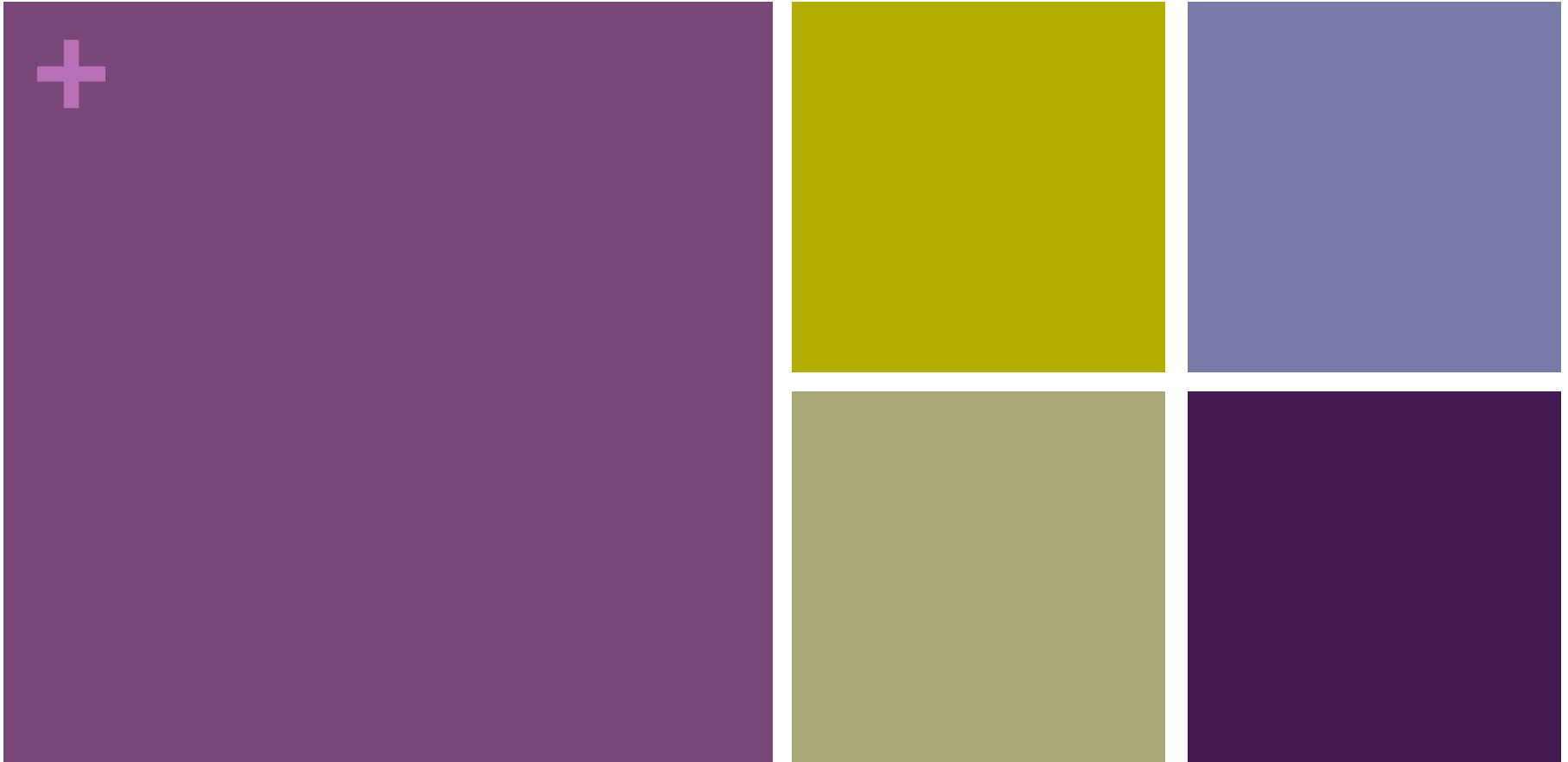
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Contact Me:

Ian Palmquist

ianpalmquist@gmail.com



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