



Top 10 Tips on Asking

1. **Set goals in order to reach them**

Dollar goals are important, but also consider number of meetings, number of volunteers making asks, and number of gifts closed. They are all valid goals.

2. **Think relational, not transactional**

It's not about what a donor will give this year, but what the donor will give over time when a true relationship is built. Remember, you both have the same goal; to accomplish the work of your organization.

3. **You are the messenger**

A "no" is not a reflection on you. You can only create opportunity. You cannot 'make' a gift happen.

4. **Every meeting is an intentional conversation**

Be certain of what you want to accomplish and outline it in advance.

5. **Avoid the "Wall of Words"**

If you're talking more than 50% of the time, you're not learning about your donors. Ask lots of "how" and "what" questions and encourage them to talk.

6. **A strong case tells a story and sells the benefits**

Tell the story in your own words to make it sing and focus on impact.

7. **Prospects must have ability, belief and contact**

Contact can be the most elusive. Without it, the person is a "suspect."

8. **Train, train, train**

Very few people – especially volunteers – get the training they need. Make sure you have some budget for training.

9. **Just ask**

At the end of the day, you have to ask. An ask means saying "would you consider a gift of \$X to our organization." It's not "what would you like to give?"

10. Ask in your style

There isn't one right way to ask. Ask in the way in which you are most comfortable as that will make you the most confident.