

The “Art of the ASK”

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The “Art of the Ask”

“To ask is no sin and to be refused is no calamity”

-Russian Proverb

Oseola McCarty

To the University of Southern
Mississippi

Miss McCarty was a washer
woman who gave her entire
life savings to finance
scholarships for black
students at the University in
her hometown



Neil Bullock Wilkins

Former Teacher

Leaves \$2.7 Million
bequest to
Cumberland County
Community Fund
Fayetteville, NC



Fundraising Has Changed

What is in your “ASK” TOOL Box?



- *Details on:*

Case for your Organization

The Project

Capital Campaign

Major Gift Opportunity

Planned Giving potential

Annual Campaign

Naming Opportunities

- What is your mission?
- What is your vision?
- What is your elevator Speech?
 - Who you are?
 - What do you do? (Who do you serve)?
 - WIIFM (What’s in it for me) Why should people care?

Making “The Ask”

“In fundraising we must remember that nothing happens until first someone asks someone else for money”

Campbell

The “Art of the Ask”

People always Give for THEIR REASONS

- Not Your Organization’s Reasons

You Must Know Your Prospect!

The three R's of fundraising are:

1. Research
2. Romance
3. Request

The Five “I” Process

- *Identify* the prospect
- Gather *Information*
- Determine *Interest*
- Encourage *Involvement*
- Secure *Investment*

Duane Dyer, ThM

Cultivation

- Individual donors are still the biggest givers to nonprofits
 - The longer the donor gives to an organization the greater potential for planned and major gifts
 - The job of cultivation belongs to everyone in the organization

Cultivation

- How many touch points?
- Get out of the box in identifying your donors
- Get your Board on Board with cultivation

FRIENDSHIP building for the Organization

Cultivation

- How much Cultivation?
 - An ACTIVE contact for every ZERO in the Ask Amount
 - Example \$100,000
 - Five Active and Five Passive Contacts

– © Manfield Fundraising Counsel, LLC

**Thank You Thank You Thank You
Thank You Thank You**

Cultivate Current Donors

- You must say Thank You (7) times
- Ideas to be creative?

Be Creative!

- Everyone is a suspect!
 - Profile and turn them into a prospect
 - Educate & cultivate and turn them into a donor
- Each one of you should be able to tell the story!
 - How is your organization uniquely positioned, skilled and capable of serving others?

What do you need to know?

- **Successful Cultivation Includes:**
 - Financial streams (entrepreneur, inheritance etc.)
 - Clubs, professional networks and associations
 - What do they like about the organization ?
 - Why do they care?
 - Alma Mater
 - History
- Friend Raising – small groups of like minded donors to facilitate opportunities for them to network and build relationships with one another

The “Art of the ASK”

Face-to Face visits

First contact may be by letter or phone call

Set a date to meet and greet

Elevator speech (be very prepared)

Who you are

What you do

Why should they care

Discover

Values, Ego, Financial, Satisfaction, Motivation

What is important to the Donor?

Special Concerns

Subsequent Visits (Confidentiality)

Confirm you are on track with their Interest, History, Programs, Facilities, Legacy goals, Family

Determine who do they need to see from your Organization

Plan for the next steps and Follow-up

The “Art of the ASK”

Person to person

Personal letter with phone follow-up

Personal Phone Call with Letter follow-up

Personal letter

Personal phone call

Fundraising benefit event

Door to door

Impersonal letter – direct mail

Product sales

Impersonal telephone call – professional telemarketers

Media advertising

Who are you going to call?

- *Board Deadline* for Name submission
- Meetings should be scheduled with each board member
- Develop a plan of action to reach potential donors
- Identify potential donors for Major Gifts or Planned Giving

Fundraising is not about Money, it's about changing the world!

FRIEND raising is the most valuable fundraising function

You must Ask Prospects to Consider Giving a Specific amount

- The key word here is “consider”
 - Never imply that they have been assessed this amount
 - Example
 - If you want a \$10,000 gift say Mr. and Mrs. Smith, Please join us in (describe a benefit) by considering a gift of two thousand dollars per year for five years

After Asking, Quit Talking!

- After you ask for the gift say absolutely nothing else until the prospects speak.
- If they ask questions, simply answer the question and again say nothing else.
- The moment you speak you let them off the hook for a response.



Overcoming stalls and objections

- Acknowledge (feel, felt, found)
- Overcome (provide some new information)
- Use an open ended probe to continue the conversation
 - Who, what , when, where, why, tell me more

Write your top 3 objections

1.

2.

3.

Acknowledge, Overcome , Open-ended Probe

1.

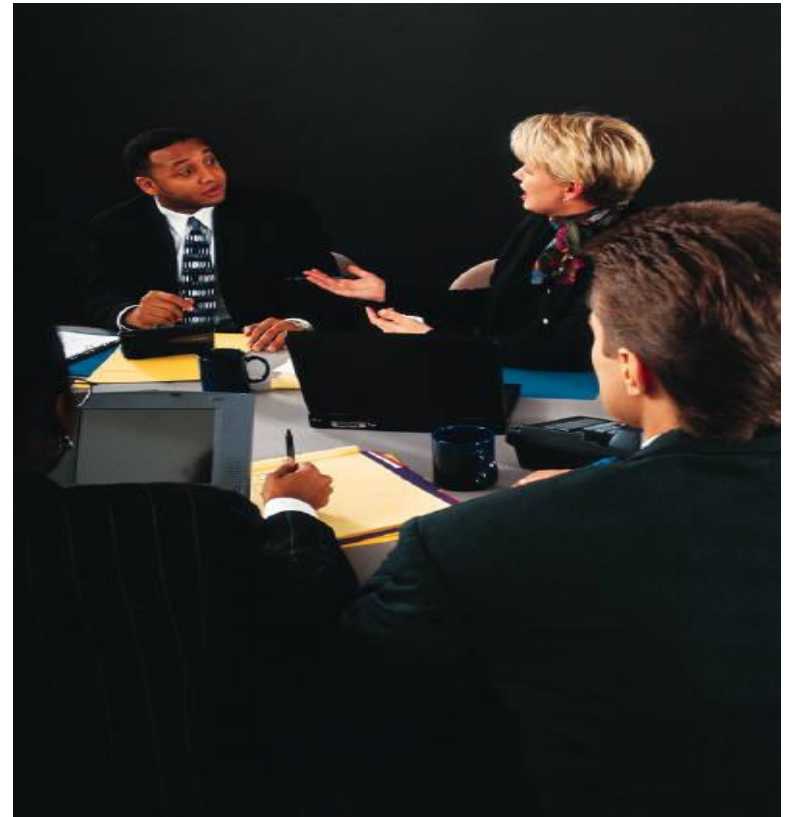
2.

3.

Closing The “Art of the Ask”

- Leadership close
- Minor point close
- Review of the benefits close
- Close with the mission and vision

DONORS ARE THE BEST PROSPECTS



What Persuades Prospects?

1. Logic – Show how it makes good sense
2. Emotion – pulls at their heartstrings
 - Mission Moment

TPB Legacy Group

Dedicated to helping your nonprofit organization grow stronger.

Board development, Staff development,
retreats, workshops and fundraising
assistance.

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