**ASKING FOR THE GIFT**

Here are some basic and creative principles that can make the task easier and more rewarding.

**FUNDRAISING PRINCIPLES**

* It’s all about **relationships**
* Early gifts will have a tendency to determine the giving pattern and levels
* Review the materials, goals and objectives...the "case”; the expansion file; elevator speech
* Select prospects where you have a special, strong relationship
* Evaluate the prospect. Determine a solicitation strategy. Set a target goal for the prospect.
* If at all possible, set a time for a personal, **face to face** meeting with the prospect
  + Select place where prospect is comfortable
  + Send a brief advance letter or email...then call the prospect
* Contact your best prospect first. Success, no matter what the amount, will make

you feel better

* Focus on prospect. Benefits to them, their firm, the community
  + - Determine donor needs, interests. Avoid just statements. Encourage the prospect to talk about his or her interests. This is marketing, not sales
    - Major donors support visions, dreams, opportunities
      * Focus on value
      * Heart, not head
      * "Investment," not donation; “opportunity”
      * Words to avoid, and use (see attached list)
* Take your time. It often takes more than one call to obtain a sizable and thoughtful pledge. Cultivate
* Mention success so far; that they will be joining others. Donors like to be part of success
* Be ready with the target amount if asked by prospect. Place goal at lower end of a range
* Ask for the gift or pledge. You should be able to sense when it's time to ask. **But be sure to ask**. The biggest reason people don't give...they weren't asked... appropriately
  + - "Would you consider..." is a great way to start the ask
      * **After ask...be silent! LISTEN!**
  + They will either say "yes", "no", or "I need time to think it over"
    - * "No" usually means "not now." Ask if you should contact later. Determine a follow-up date
      * If they will be consulting with others or need time to think it over, set time for follow up
* If positive… discuss methods of giving
  + - * How to pledge
      * Matching. (They should check with their employer to see if they have a matching program)
* Send a personal, handwritten thank-you note...whether they committed or not
* Be alert for possible additional donors.

**PHILANTHROPY IS THE MYSTICAL MINGLING OF:**

* A MEANINGFUL OPPORTUNITY
* AN ARTFUL ASKER
* A GRATEFUL AND JOYFUL GIVER

John Morgridge: “You have to earn the right to ask!”

**SUCCESS = A CULTURE OF MUTUAL GENEROSITY BETWEEN THE PROSPECT AND THE ASKER**

**BE POSITIVE - THINK BIG - FOLLOW THROUGH**

**WORDS THAT MAY REQUIRE CLARIFICATION, EXPLANATION, ESPECIALLY TO DONORS**

PHILANTHROPY (LOVE OF HUMANKIND)

GIFT

DONATION

FUNDRAISING (SECURING GIFTS)

DEVELOPMENT (CREATING AND NURTURING RELATIONSHIPS)

CULTIVATION – SOUNDS MANIPULATIVE; THINK “ENGAGEMENT”

PROSPECT (PROBABLE GIVER)

SUSPECT (POSSIBLE GIVER)

CAPITAL CAMPAIGN (“WE HAVE A DREAM WITH A DEADLINE”)