

## **The basic Art of Asking**

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**Room 216**

**Thursday 24 February 2011**

**3:45pm - 5:00pm**

The greatest idea  
in the history of  
fundraising

NOW ... and forever!

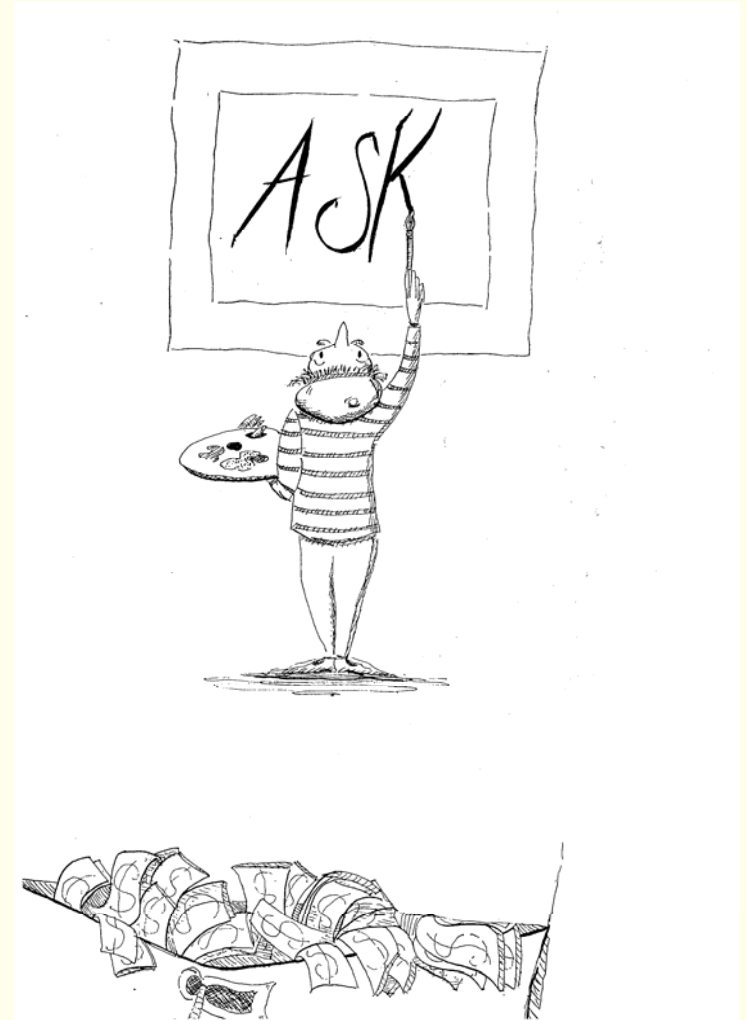


Asking personally  
person to person  
**‘face-to-face’**



No other fundraising practice  
drives donor  
Life Time Value  
so powerfully

**Yes .....  
there is an  
'Art of  
Asking'**



The essence of  
**PHILANTHROPY**  
is  
**\$ GIVING \$**

The essence of  
**FUNDRAISING**  
is  
**\$ ASKING \$**



More money is raised by one person asking another person **face-to-face** than any other form of fundraising

*So it has always been & always will be*

The most challenging & rewarding  
truth of our profession .....

***'People give to people  
not to causes'***

# THE PROFESSIONAL FUNDRAISER'S DISCRIMINATOR

*Well developed networking  
& Asking Skills*

# All \$Asking involves people

- Individuals
- Companies
- Trusts & Foundations
- Government

# ASKING WITH OTHERS

*(Volunteer and Institution Leaders)*

and **YOU!**

*'As the agent of change'*

# You and Your Ask Leaders .....

- body language
- voice tone
- projection
- timing
- passion
- **ENGAGEMENT**

# The Art of Asking Process

In respect of the right **CAUSE** .....

The right **PERSON** ASKS the right **PROSPECT**

for the right **\$ AMOUNT** in the right **WAY**

at the right **TIME** in the right **PLACE**

## Best Fundraising Practice

### The **ASK** Method:

- **A**RGUE THE CASE
- **S**HOW + TELL
- **K**EY IN ..... **Ask** face-to-face



# Argue the Case

Before you can successfully Ask someone to donate, you must know five things:

- What is it, exactly, you are Asking for?
- How much, in total, do you need to raise?
- How much will you Ask the prospective donor to give?
- Who will you Ask to donate?
- How will you 'recognise' their gift?
- Who or whom will Ask?

# Show & Tell

the CASE, with emotion ....

*'A Show + Tell experience'*

... face-to-face

*'Who Asks is nearly  
ALWAYS more important  
than what you're asking for'*

## *Asking Power and Inviting Power*

- *Know the difference*
- *Use the difference powerfully*

Now ... turn the **Key** and **\$ASK**

*Ask the Prospective Donor*

*face-to-face*

*for a donation*

*to your cause*

## **Role Play**

An Ask of \$50,000

**For:** Your cause

**Asker:** Your cause's CEO (You)

**Prospect:** The wealthiest, 'known'  
supporter/current donor/board  
member/volunteer

**Donor Proposition:** Naming right for (XYZ)

**The Ask:** \$50,000 over 5 years (optional)

## Role Play

An Ask of \$50,000

**Remember** your prospective donor has:

**attended** a Show + Tell 2 weeks ago and

**agreed** to a meeting to discuss his/her

potential support

*(phoned by volunteer colleague)*

## At the Show + Tell:

- the Case was 'sold'
- \$Sights were set:
  - *Naming Rights Levels advised*
  - *What others have given was shared*
  - *Spread Gifts (x 5 years) advised*
  - *Tax deductibility advised*



## Role Play

An Ask of \$50,000

### Asker's Role (CEOs):

- Answer the key question in the donors mind ...  
*How much should I give? (The HyMn SInG)*
- Ask for a \$50K gift ... a recognition gift

### Prospects Role:

- Respond as you think the prospective donor would 'feel' remembering that you have been to the positive 'Show + Tell'

## Asking 'Tips'

*Remember .....*

- body language
- voice tone
- projection
- timing
- passion
- **ENGAGEMENT**

**Before** walking into the private meeting place to Ask for the donation, **be prepared**

- **Anticipate** that the prospective donor may not yet have made up their mind about how much they will give ... OR even about giving a donation

- **Be prepared** for no response
- **Be prepared** to visit the prospect again ... to answer questions you don't have answers to

- **Remind yourself** of the level of donation you intend Asking for

What form of donor recognition are you going to Ask them to consider?

Be prepared to \$Ask

Remember .....

IF YOU DON'T ASK YOU DON'T GET

Be prepared to \$Ask for  
the \$50K recognition level  
before the donor indicates to  
you what they intend to give

# The \$Ask

## Conduct The \$Ask Meeting

Introduce yourself and keep talking,  
don't let them get a word in!

*Briefly remind them why you are there*

that you are following on from the  
Show + Tell .... keep talking ...

*don't let them get a word in!*



## Set the donation level

The basic 'Art of Asking'

in their mind before you \$Ask for it

**Remind** them, that donations to your cause for the specific project needing funds, may be spread over 5 tax years

**Remind** them what others have contributed to your cause already, to the specific project

Tell them how much money has been raised and from how many donors. **If appropriate, tell them the level of your donation, tell them how much you have given**

## KEEP TALKING

Remember, don't talk about how wonderful the cause is, talk about the need for the money

Only talk about what is relevant to set their sights on a specific donation level

**Then confidently \$Ask** them for their donation

### Example \$Ask

After setting their sights and a particular \$50,000 naming opportunity

*'We would of course love to have you, (your family, company, or trust) associated with our cause in this special way, by taking the \$50K (xyz) recognition opportunity. Could you consider a donation of \$50K spread over 5 payments; after tax your donation would be about \$6000 per annum.'*

Now ... **STOP TALKING**

- ... immediately, once you have Asked for the donation
- ... be silent, let them respond first to your request. Don't allow them the opportunity to change the subject
- ... allow them the courtesy of considering what you have said

Whilst you are waiting for a response ....  
and there may well be a considerable silence,  
remember, *donors only give their discretionary  
income.*

Donors, '**with a capacity to give**', will not indicate to  
you a level of donation they cannot afford. But ...  
they will give a meaningful donation according to  
their ability to give ...

... they will give a donation that will make  
them feel good about their giving ...

Because you have prepared  
your prospective donor for this very moment  
.....

- because they have said, *'YES, I will join you at a Show + Tell'*
- because they have said *'YES, I will meet with you'*, in confidence, to discuss their possible support for the cause .....

..... the vast majority of prospects will say ....

..... 'YES' .....

*I would be delighted to give'*

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