



SECURING THE GIFT

Getting to the ASK



DISCOVERY



CULTIVATION



SOLICITATION

DISCOVERY

- Do they have a connection to your mission?
- Are they philanthropic?
- How can you connect them to your organization?

CULTIVATION

- Find connection points
- Build the case for your organization
- Show the impact of your organization
- Share how philanthropic support impacts community

SOLICITATION

- PREPARE, PREPARE, PREPARE
- LOCATION, LOCATION, LOCATION
- Thank them for their past giving.
- LISTEN
- Wrap up the meeting with next steps
- THANK them for their time and interest
- ALWAYS follow up

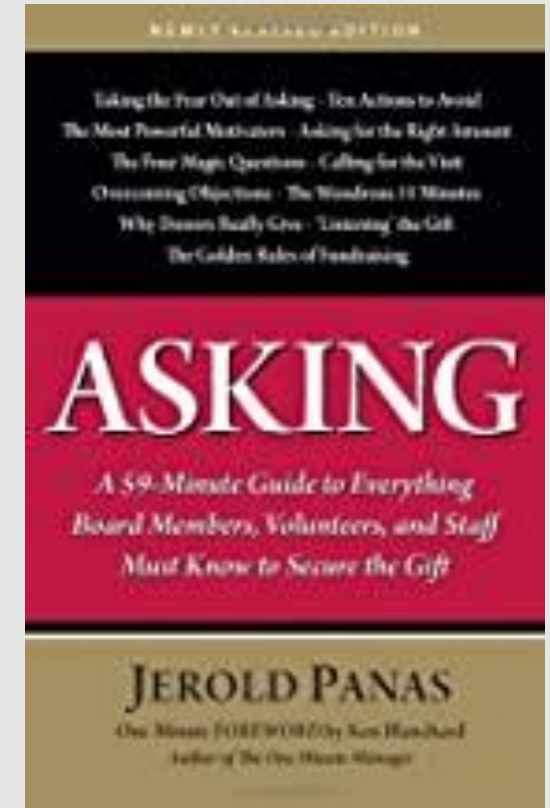
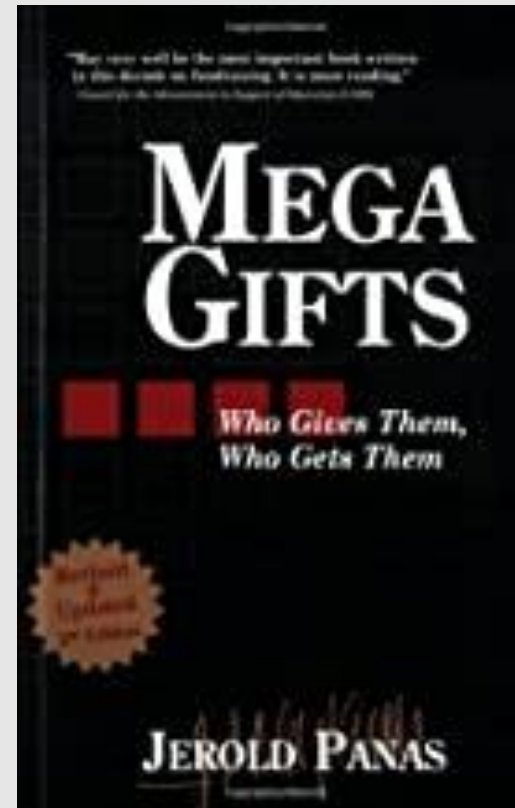
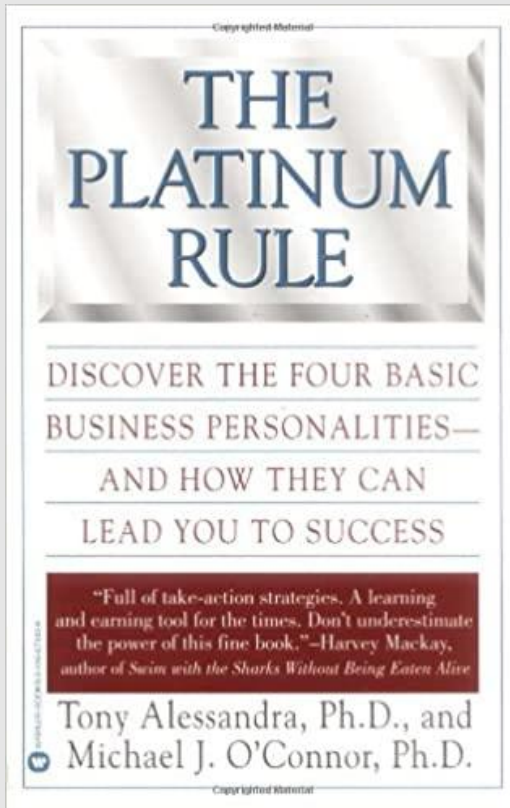
TAKE THE FEAR OUT OF THE ASK

- Practice, run through a script
- Plan for objections
- Visualize the ask
- Do not put “your history” on the donor
- Should be a natural discussion
- Good balance of pleasantries and business
- Ask the question and STOP TALKING

STEWARDSHIP

- Platinum Rule
- Follow up to share impact of gift:
 - articles that may interest the donor
 - stories from staff or clients that give specifics as to how they experienced the impact of the donor's gift
 - send thank you notes or have trustees call to thank the donor

RESOURCES



OTHER RESOURCES

- AFP resources – online, in person
- Social media – follow your favorite fundraisers or consultants
- LinkedIn – link to your favorite fundraisers or consultants
- Ask a colleague