

The ASKING Process

1. Getting the Visit

- Email or letter first (see sample)
- Follow up phone call (use the email or letter as a crutch)

2. Guiding the Conversation

- Don't tell your story
- Try to spend 75%+ of the time listening
- Ask open ended questions
- Promote small talk
- Build trust & likeability

3. The Transition

- Bring the conversation to the charity through a planned question
- Examples:
 - “What first led you to become involved with [organization]?”
 - “What excites you about [organization]’s current programming?”

4. Positioning the Ask

- No asks on first visits with people you don't already know well
- You're not asking them to give, you're letting them give (it's an opportunity)
- “I hope you'll consider JOINING ME in supporting this campaign with a contribution of \$____.”
- Then be quiet - let them speak next (bite your lip if you have to)

5. Closing the Meeting

- Back to small talk
- Get permission to take the next step before you leave (e.g. to send more info, to forward a proposal for their consideration, to meet again next month, etc.)

6. Follow Up

- Hand written thank you note
- Do what you said you would
- How to follow up on your ask without being annoying:
 - 1 week after the ask
 - 2 weeks after that
 - 4 weeks after that
 - 8 weeks after that
 - Move on (after 15 weeks)