

# How to Ask for Money

5 STEPS




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## The Asking Styles Two Personality Styles

<p><b>Extrovert</b></p> <ul style="list-style-type: none"> <li>▶ Derives energy from others</li> <li>▶ Talk to think</li> <li>▶ Analytics start with facts</li> <li>▶ Derive idea from facts</li> </ul>	<p><b>Introvert</b></p> <ul style="list-style-type: none"> <li>▶ Derives energy from themselves</li> <li>▶ Think to talk</li> <li>▶ Intuitive starts with an idea</li> <li>▶ Has a gut</li> <li>▶ Then sees if data supports it</li> </ul>
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## Rainmakers

The Rainmaker is what everyone thinks a fundraiser looks like.



- ▶ They think of someone who is objective, directed, goal oriented, strategic, keeps going at it. You go. You ask for the gift. You don't get the gift, "Okay, I'm on to the next person." Or if you get the gift, GREAT, I got the gift. Now I am on to the next gift," and on and on.

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**Go-Getter –**  
The person you notice at a party

The person comes in with lots of energy, makes friends quickly, can go in and out of those conversations, asks lots of questions, is very quick on his or her feet, and always thinks in terms of the big picture.  
Visionary people

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**Kindred Spirits**

Very feeling oriented they wear their heart on their sleeves. Everything is personal, tendency to be sensitive. They are sensitive to others and are attentive, caring and thoughtful. They always want the other person to be happy.  
They are good at conveying the feeling of the mission.

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**Mission Controller**

- ▶ The eagle scout who always gets the job done.
- ▶ Very systematic, thorough, methodical, goes step by step,
- ▶ Most likely will sit back and observe and listen




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## Selecting Prospects



- ▶ Who are the best prospects for you
- ▶ Who are the best for the organization
- ▶ Rainmaker goes for top dollar prospects
- ▶ Go-Getters good with friends and acquaintances
- ▶ Kindred Spirits not drawn by the big gift – you need a gift – you don't want to be rejected
- ▶ Mission controllers – individual giving and foundations  
They are also fine with friend giving

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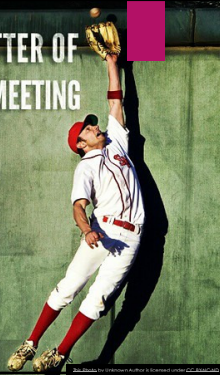
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## Preparing the Ask

Making the case  
(What is it you are going to say when it's your time to talk ?)

What are you going to say about your organization that is compelling ?

**LUCK IS A MATTER OF PREPARATION MEETING OPPORTUNITY.**




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## Setting up the Meeting

- ▶ BE Clear
- ▶ I would like two meet with you to ask for a gift

Rejection Happens




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### Asking for the Gift

- ▶ The Art of the Ask
  - Top of the meeting ask personal questions
  - Middle of the meeting ask for the gift
  - Then wait in silence
  - The hardest part of the ask
  - Take a sip of coffee, water whatever it will be enough time
  - The donor will respond

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### The Follow Through

- ▶ What do we do right after the meeting ?
- ▶ What do we do in terms of cultivating ?
- ▶ Contact reports (write up what you have learned so you have a history)




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### Year – End Fundraising

- ▶ The 4<sup>th</sup> quarter Press- starts after labor day
- ▶ Campaign Kick off part of a Board meeting include needed facts
- ▶ Budget vs actual
- ▶ List current Donors
- ▶ List of folks who could be first time donors
- ▶ List of lapsed Donors
- ▶ Worst case / Best case revenue scenarios
- ▶ Campaign goal




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### Outline the How strategy

- Team players
- Development
- Board
- Staff

- ▶ Current Donors : Thank you this is how your donation has made an impact
- ▶ Lapsed Donors : Here folks are learning take notes on what interested them.
- ▶ Donors up for renewal : Again Thank you is the lead
- ▶ Provide stories powerfully written
- ▶ Shareable videos through social media
- ▶ Updates to successful stories

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### Year End Appeal

- ▶ Ideally 2 versions
- A longer hard copy letter
- E-mail version that is shorter, punchier and must include a compelling image
- These need to be approved by all appropriate parties
- The December ask
- New years eve –The Final Tally




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### Fundraising Plan

- ▶ Document that explains how much money you expect to attract in the future, and how you're going to do it.
- 1. Organize your fundraising efforts
- 2. Serve as a reference for your board and your staff
- 3. Help you understand what worked and what didn't, so next year's plan is even better




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## Fundraising Plan Outline

1. 3-year Fundraising History
2. Summary of Current Organizational Goals or Strategies
3. Fundraising Goals and Plans to Achieve Them (by far the largest section of the plan)
  - a. Summary of Next Year's Revenue Goals
  - b. Goals and Explanations by Source and/or Campaign
    - i. Activities/Strategies to Achieve Goals
    - ii. Other Fundraising Indicators to Track
    - iii. Resources Needed
  - c. "Windfall" opportunities: Low probability, high pay-off (not included in revenue goals)
4. Roles of Board, Board Development Committee, Executive Director, Development Staff
5. Fundraising Calendar by Month

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## Process for Compiling a Fundraising Plan

### Step 1

Consider the questions and challenges that your fundraising plan will address

### Step 2

Compile information about your past few years of revenue development  
In addition to quantitative details, record a narrative that offers explanation.  
If this is your first-year start keeping details with explanations

### Step 3

Start setting your goals for the next 12-18 months  
Consider your revenue goals by source (e.g., individual donors, foundations) and – only if it's useful to you – by campaign (e.g., Summer Pool Party fundraiser, Facebook giving, Cookie sales)  
Engage others to help set these goals.

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## How to Set your Revenue Goals

What activities /strategies will help you reach these goals

- Work with board to write our elevator pitch
- Improve cultivation of existing Donors and encourage them to make larger gifts
- Increase our Facebook followers we will add a link to our email signature line and increase post frequency to 1/day

Set targets for other drivers of your Fundraising success

"The Executive Director will arrange 40 meetings with the top donors."

"We will increase our Facebook followers by 50 %"

"Total number of Donors"

"Total number of new Donors"

"Total number of lapsed Donors re-engaged"

List the Resources necessary for each

"To write 10 grant proposals, we will engage our grant writer for 100 hours."

"To raise \$\_\_\_\_\_ at the Summer Pool Party, we need at least 3 board members to devote enthusiastic planning support every week in March through June."

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## Step 4

### ▶ Fundraising Calendar

Consider the timing of all this work

Develop a calendar to be inserted into your development plan to share with board and staff which allows them to easily review the information in one document.

The calendar will help you align the full scope of work next year; your fundraising events, your communications campaigns, your major donor asks, your volunteer opportunities, etc.

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## Step 5

▶ A Summary of Current Organizational Strategies- can provide context for your fundraising, but keep it short

▶ A summary of the Roles of the Board, Board Development Committee, Executive Director, and Development Staff, will document everyone's responsibilities for achieving the afore mentioned goals, for easy reference.

▶ Your FINAL STEP. Print it. Review it with staff and board. Post near your desk. Congratulate yourself! And make this document work for you.

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## Donor Care

▶ Write and send a powerful thank you letter that's warm and sincere. Get a paper letter back to a Donor within 48 hours. ☺

▶ Make a Thank you Call. Call the donor to personally thank them for the gift.

▶ Shoot and send a thank you video ( this is so easy to do)

▶ Stay in touch, send updates about your organization without asking for anything

▶ Personalize your communications. Hand write a thank you.

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## Events Make them Meaningful

- ▶ What's Missing
- ▶ What is the gathering about
- ▶ What does success look like
- ▶ How do you want folks feeling when they leave the event
- ▶ What should the experience feel like
- ▶ How can you create a real connection between attendee and the organization through this gathering
- ▶ How do I make the event mission centric

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## 7 Statements to bring meaning to your Event

- ▶ Believe that amazing things are possible
- ▶ Be aspirational about the purpose of this event
- ▶ Routine is the single biggest enemy of a meaningful gathering
- ▶ Every gathering needs a host. The right host !
- ▶ Leadership Matters
- ▶ Purpose leads to the right "guest" list
- ▶ The close matters

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## Believe amazing things are possible

- ▶ Majority of attendees will come and be receptive about your organization
- ▶ The majority will have a propensity to helping others, to contributing and making society a better place
- ▶ This is a good recipe for 'amazing'. As Priya Parker notes in her book, "Amazing things can happen when people come together, exchange information, inspire one another and test out new ways of being together."

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## Be aspirational about the purpose of this event

- ▶ The work should come to life in a powerful way – not just a 2 minute video.
- ▶ Folks should leave with a clear understanding of what we do and why its important. This understanding is obtained by honorees with a powerful story to tell about how the work has touched them.
- ▶ The evening should take attendees on a journey –the program should tell a story.
- ▶ In a room of 250 fire up 5- 10 people who become board prospects.
- ▶ Folks should leave with a sense of trust and confidence in the leadership of this organization.
- ▶ Attendees should remember where the organization wants to go next and feel compelled to want to be part of ensuring that it reaches that destination.

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## Routine is the single biggest enemy of a meaningful gathering

- ▶ We always do it this WAY ! Bet you haven't heard that before.
- ▶ Create a blank slate ( which is why you need to have this meeting 6 months ahead) and be creative.
- ▶ And creative does not mean expensive. Don't let anyone get away with that comment (and it will come up).

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## Every gathering needs a host. The right host !

- ▶ At a retreat it might mean a facilitator
- ▶ At a dinner party the owner of the home
- ▶ At an annual gala- a host- meaning

Think of your host as a narrator. A gracious storyteller who bridges one part of the story to the other. You are looking for eloquent and someone with skin in the game. An alum of your program. A former board member who was a client. A colleague in the sector who really gets your work. A client.

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## Leadership Matters

- ▶ Both before after and during the event your Executive Directors fingerprints should be all over this event. Who wants to leave the event feeling great about the organization but then find themselves asking "Was the ED there ? Did she/he speak ? I don't remember."
- ▶ A gala speech is the single most important way to demonstrate leadership, to instill confidence, to inspire. The speech should be just the right length (5-6 minutes-700-900 words). And there should not be too many cooks in the speech kitchen.

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## Purpose leads to the right "guest" list

- ▶ The word guest is in quotes because I am talking about honorees.
- ▶ If your purpose is clear it will be clear who the real stars of the evening are and it will differ from event to event. If your purpose is to make money the I guess a corporate honoree might help you meet that goal. But let us yell from the rooftops. Money does not equal meaning. Money does not equal purpose.
- ▶ Your honorees should be the real storytellers, the folks who validate your work, its power, its urgency, its impact. These folks should be remarkable. They should inspire.

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## The Close Matters

- ▶ A LOT – The host needs to be scripted-they are telling a story. And most importantly, what the host says at the very end is what folks will remember. If it is as I have heard dozens of times, " Oh gosh we are running so late. Let's get you out of your seat and back at that open bar ! " what they feel is an interruption, something that kept them from mingling or from dessert. The host must synthesize, wrap up, remind and call to action. If there was a goose bump moment in the program the host should re-ignite that moment in each attendee.
- ▶ A WARNING ABOUT THE CLOSE  
Never end an event with a list of thank you's.(Put those at the top of the event-a great role for the co-chairs). A list of thank you's after your meaningful close ? Uh, no. It's as bad as the line about the open bar. Crush the close and then end with a short, heartfelt, very simple, "Thank you all for sharing this evening with us."

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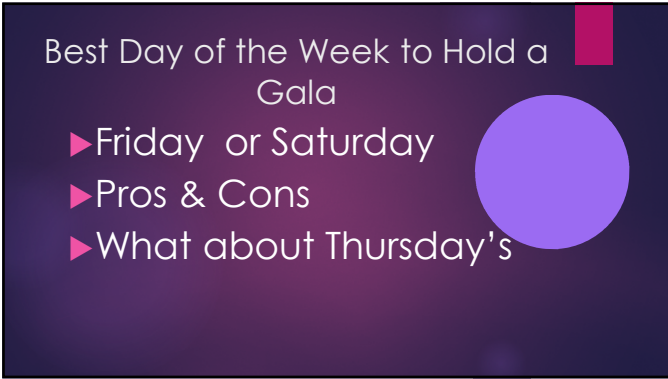
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## Online Tools and Other Resources

- ▶ "Auction in a Box"
- ▶ Bidding Owl (Online bidding to expand auction )
- ▶ 501 Auctions, now Give Smart.
- ▶ 32auctions.com
- ▶ Mobile bidding
- ▶ BidPal – Mobile bidding sends notice if out bid

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## How do you Set Your Minimum Bid

- ▶ Start at 30 % and then go to 150 % guaranteed bid
- ▶ Yellow line bid
- ▶ Bid on the green line
- ▶ Bundle like items

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## Creative Alternatives

- ▶ Envelope boards
- ▶ Fork Pull
- ▶ Grid game
- ▶ Last man standing
- ▶ Raffle(game of chance)/grouped together
- ▶ Dessert Dash
- ▶ Table Goals
- ▶ Thank you card at assigned table with additional request

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## Fundraising Pleas at the Event

- ▶ Live Appeals –Auctioneer
- ▶ A good appeal – video form – beneficiary testimonial, etc.
- ▶ Items ask for years worth of electricity, gas, rent, training etc.
- ▶ Target specifics
- ▶ Paddles out weigh pledge cards
- ▶ Donor names added to a live scroll
- ▶ Give donor something small a gold balloon attached to their chair

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## The Gala Aftermath

- ▶ Feedback questions to committee members
- ▶ Survey to attendees the morning after
- ▶ Wrap up meeting two days after the event
- ▶ Place photos on facebook album that allows attendees to tag themselves
- ▶ Print copies of great photos and mail; them to participants, donors and sponsors with a thank you note

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## Tax Receipts

- ▶ Thank you letter with a paid receipt that shows ticket price, value of meal and donations
- ▶ Auction items may not be tax deductible unless they exceeded the retail value of the item.
- ▶ Can use ticket for receipt and then issue receipts for additional giving.

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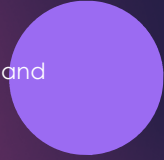
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Thank you to all who Contributed

- ▶ Brian Sabar – [www.Asking Matters](http://www.Asking Matters)
- ▶ Joan Garry - Non-Profits are Messy and Leadership Lab
- ▶ Julia Campbell
- ▶ Various Non- Profit leaders submitting anonymously



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