

# Successful Strategies for Soliciting Gifts

*The Art of the Ask*

Prepared for The Non Profit Net  
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# Overview

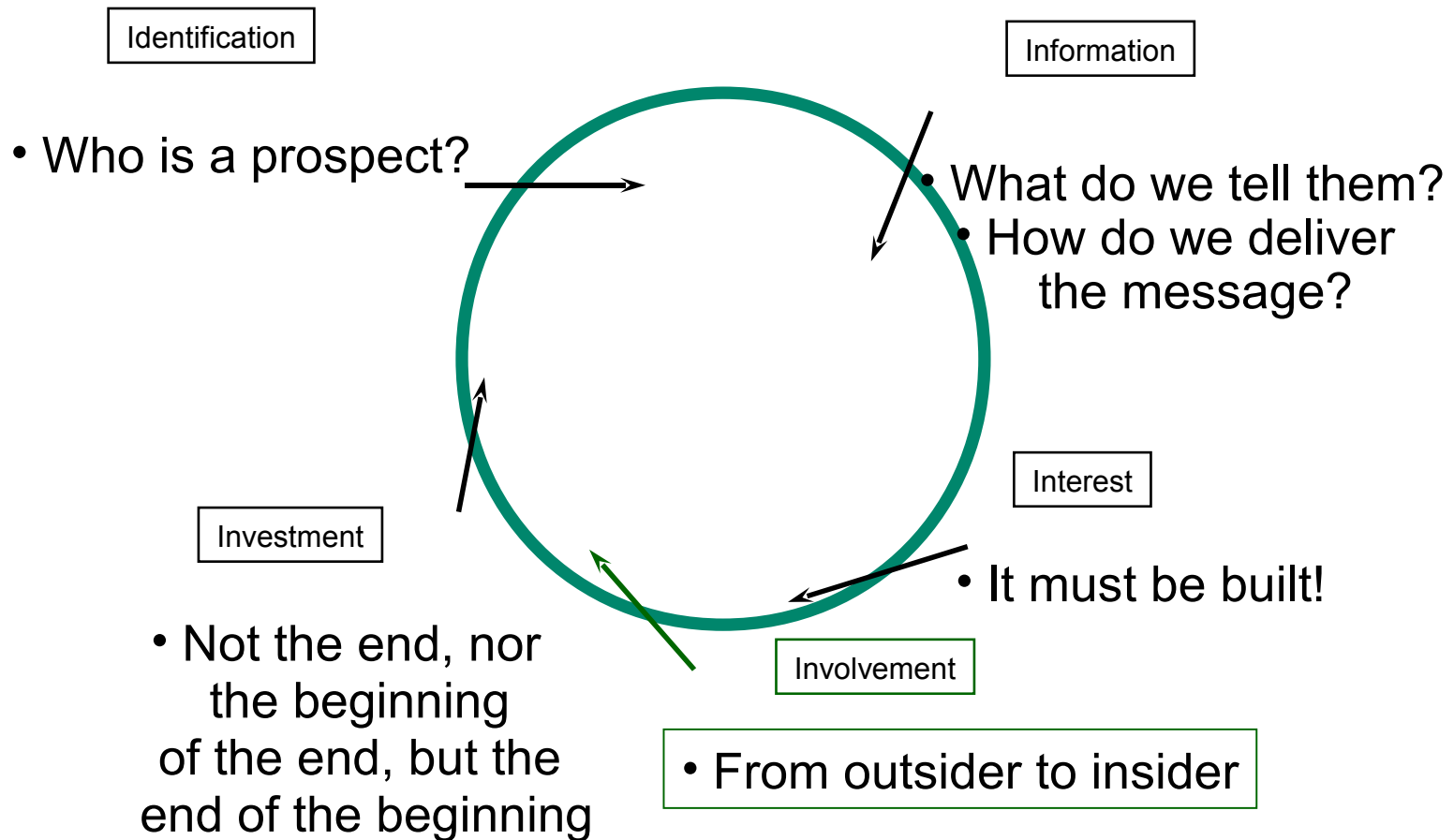
- Strategies for making the ask and overcoming objections
- What you can do to prepare for a solicitation
- Strategies for Success

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# The Prospect Cultivation Cycle ("I" Cycle)



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# Why

- Fundraising is soft
- The current economic climate is impacting giving
- Fundraising is critical to your ability to continue to provide services and to serve your constituents/community

# Why people give

- A desire to make an impact and to do something with lasting meaning
- Connected to the organization
- They are asked by someone they respect
- To meet critical needs
- Tax benefits

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# And

- People don't give to causes, they give to people with causes
- They have been cultivated and a relationship has been built
- Because the right person asked them for the right amount at the right time
- You can be that RIGHT Person

# Attitudes about asking for money

- Most people hate to ask for money
- Many people have deep-rooted psychological challenges when asking for money
- Remember if you do not ask you will not get! You are not asking for You....

# Asking for money

- Attitudes about asking does impact results
- Be aware of body language
- Only 7% of what we communicate are words
- Use collateral materials to make your case

# What is holding you back?

- Fear of rejection
- Don't feel comfortable asking for money?
- Can't get a face-to-face meeting?
- Concerned that you will not be able to answer a question?

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# Using Collateral materials can

- Help create rapport
- Present information that is new
- Tell a story that you can build upon
- Allow the prospect to ask questions
- Allow you to share your personal commitment

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# Personalize, Personalize, Personalize



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# Prepare Information Package

2007-2008 ANNUAL REPORT



- Annual Report
- Case Statements or other relevant Collateral Materials
- Testimonials



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# Tips for getting the meeting

- Could we meet to discuss \_\_\_\_\_ this is important to me
- I would like to talk to you about something that will benefit you and our community
- Let's get together; I have a project that I would like to discuss with you

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# Be prepared, Anticipate Questions

Q. Are you going to ask me for money?

A. Yes but more importantly, I plan to ask you to make an investment in our \_\_\_\_\_ and I would like to spend some time with you to talk about why this is important to me.....

Q. I have my own philanthropic priorities

A. Great, I hope you will tell me about them

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# Common Objections

Q. Why do we need to meet, just tell me now?

A. It would mean a lot to me if you would give me 30 minutes of your time to discuss something that is important to me

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# Practice your response

- If this is about money, why can't I just send you a check?
- I want to talk to you in person and it would mean a great deal to me if you would give me 30 minutes of your time

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# Language of Asking

- Would you consider a commitment of \_\_\_\_\_
- Your commitment could help us transform
- Would you consider joining me at.....
- I would like to see you recognized as a member of ...

# Emphasize the following

- Talk programs services, not costs/expenses
- Share stories, personal experiences and recipient testimonials
- Do not forget actually ask for the commitment
- Practice and role play can mean the difference between success and failure

# Closing Thoughts

- Courage, conviction and commitment
- You are not asking for yourself, you are asking on behalf of your organization
- Personalize and Personalize More
- It's not about you It's the Donor stupid

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