

Nurturing Versus Selling: Checking Your Motivations as you Ask for Major Gifts

Resource 3.13

1. Are you seeking gifts or relationships?
2. Are you seeking an accomplishment or a relationship?
3. Is not-getting the gift right now, in this “ask” meeting, ‘a lose’ for you?
4. Are you making a pitch or are you hosting a conversation?
5. Are you trying to impose your will on the donor?
6. Do you ignore conflict, or do you work towards mutual solutions?
7. Whose interests are more important? The church’s or the donor’s?
8. Are you willing for the conversation to take a turn towards pastoral care and away from the gift?
9. Are you willing for the ask to become another in a line of moves-managed because the ask is too early?