

How “the Ask” Meeting is Designed

Resource 3.14

1. Know your prospect very well.
2. Be absolutely sure you have done well and enough moves management.
3. Ask yourself one more time: “Are we asking too early?”
4. The solicitation should take about 20 minutes.
5. The introduction (2 minutes).
 - a. Why are you here?
 - b. What is your common ground?
6. The preliminary to the ask (8 minutes).
 - a. Review the case.
 - b. If the donor gets bored ask questions in which the donor states the case.
 - c. Ask if you have been understood.
7. The ask (2 minutes)
 - a. A specific amount is asked for and silence follows.
 - b. Conversation and negotiation (6 minutes).
8. The ending conversation (2 minutes)
 - a. Restate the case summary.
 - b. Restate the ask.
 - c. Restate the benefits of the gift (2-3).
 - d. Establish the next step.
 - e. Be able to deliver a gift proposal letter that restates all that has been said, especially if a spouse was not present.