



Preparing and Making the Ask

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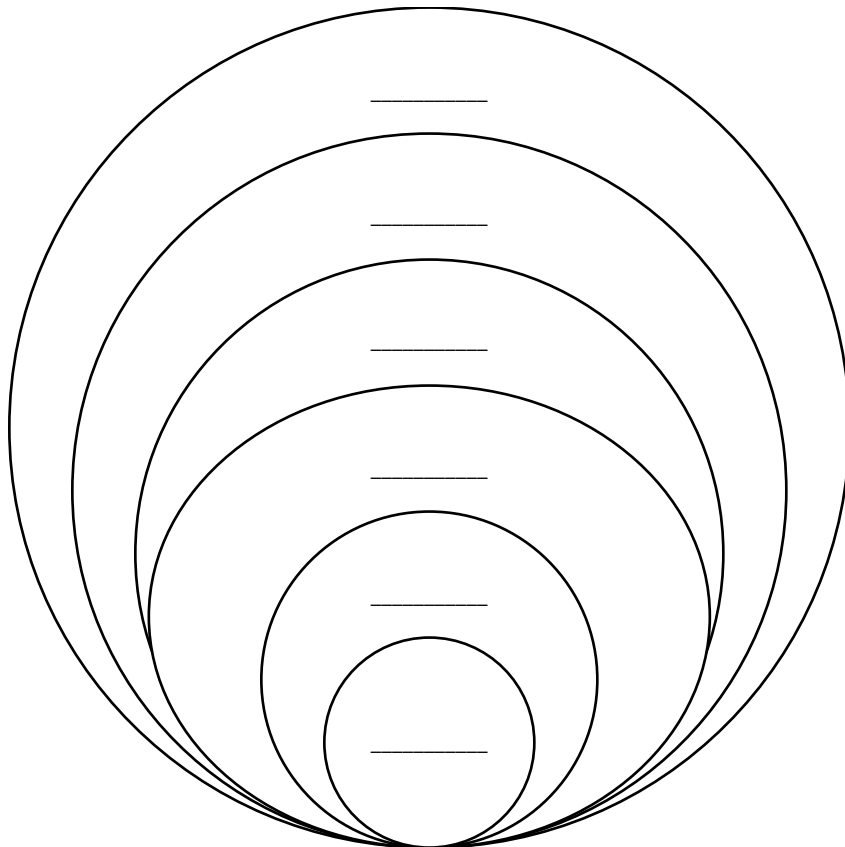
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What are you most uncomfortable about “preparing and making the ask”?

Who are you asking?

Where are your markets and potential donors?



How do you determine if your MARKETS and POTENTIAL DONORS will be open to your “ask”?

Prospect A _____
A _____
A _____
Donor A _____
A _____

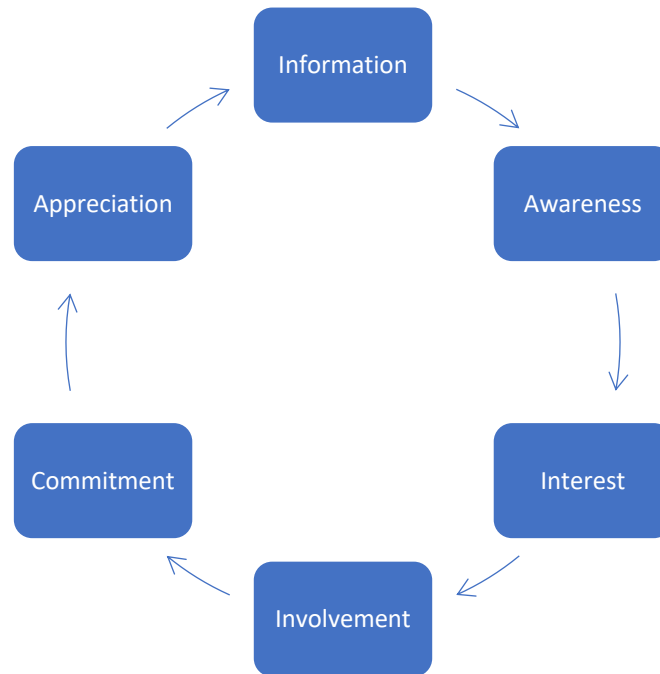
What is your potential donor’s LAIIA?

Prospect A _____
A _____
A _____
Donor A _____
A _____

WHAT are your organization’s needs?	WHAT are your donor’s needs?

Consider your potential donors: What do you know about THEM and what is important to THEM?

WHEN do you ask someone for money?



WHAT do you need to do BEFORE you “ask” your potential donors?

HOW do you ask for money?

WHAT is the first thing you need to make a gift to an organization?

- Speak to my achy breaky heart!
- Just give me the facts Jack!
- Can you give me more information? Why? Why? Why? Why? Why?
- You got 5 minutes... Let’s go!

Instructions: in your group answer the following questions for your “donor type.” Record on the next page

How do you want to connect? First line...

How do you want information presented?

How do you want the needs explained?

What should they bring?

Who should they bring?

Other thoughts about what to consider when preparing?

Speak to my achy breaky heart!

Just give me the facts, Jack!

Can you give me more information? Why? Why? Why? Why? Why?

You got 5 minutes... Let's go!

Which group(s) does your potential donor(s) fall in? How would you approach?

FEEDBACK – Did they have ...

- Warmth / Rapport
- Purpose of meeting
- Permission to present an idea
- Organizations biggest need
- Their biggest need
- Address mutual concerns
- Permission to present an “ask”
- Features / Benefits
- Questions
- “Join us”
- Disagreement / non-support

Fundraising is ...

the right person asking
the right prospective donor
for the right gift
for the right program
at the right time
in the right way.

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