



BUILDING STRENGTH IN ORGANIZATIONS
SO THEY CAN MAKE A BETTER WORLD

YOUTH INC – “MAKING THE ASK” WEBINAR WORKSHEET
WHAT TO CONSIDER BEFORE CALLING A DONOR

DONOR NAME: _____

WHAT IS YOUR ASKING MATTERS™ ASKING STYLE? www.askingmatters.com

___ Go-Getter ___ Mission Controller ___ Rainmaker ___ Kindred Spirit

WHO SHOULD ALSO BE ON THIS CALL? (could be someone who compliments your Asking Style)

WHAT ARE YOUR CURRENT FUNDING PRIORITIES?

WHAT IS THIS DONOR’S MISSION CONNECTION?

WHAT PAST SUPPORT DO YOU WANT TO ACKNOWLEDGE? ___ Donor ___ Prospect ___ Suspect

WHAT HAS THEIR INVESTMENT MADE POSSIBLE?

WHAT WILL YOU ASK FOR? (amount and specific program)

ASK: “WOULD YOU CONSIDER A GIFT OF \$_____ for _____?”

ARE YOU PREPARED TO BE SILENT? ___ YES

WHAT OBSTACLES DO YOU ANTICIPATE?

WHAT QUESTIONS WILL THE DONOR LIKELY ASK?

HOW CAN THEY HELP BESIDES MAKING A DONATION?

WHAT IF THEY SAY "YES"? Follow up with next steps?

WHAT IF THEY SAY "MAYBE"? Ask questions?

WHAT IF THEY SAY "NO"? Under what conditions could it change?

ACTION PLAN SUMMARY

Determine Your Cultivation Approach:

- 1) Where or how? _____
- 2) When? _____
- 3) With whom? _____
- 4) What amount? _____
- 5) What funding priority? _____

ASK: "WOULD YOU CONSIDER A GIFT OF \$ _____ for _____?"

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