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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