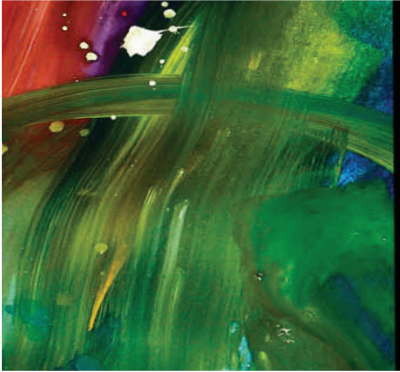


# MAKING THE “ASK”



## Notes:

Making the actual “ask” after many days, weeks, months, or years of cultivating a relationship and discerning the donor’s interests, can be frightening or intimidating.

A gift solicitation should not be made until the donor is very clearly aware that you will be asking for a major gift. He or she should know the meeting is a meeting in which a request for a major gift will be discussed and there should have been so much previous contact, so many meetings, so many reviews of plans and editing of them by the donor that the “ask” will be to them somewhat of a relief.

The architecture of the visit and its’ details cannot be under-planned and must be planned in great detail. What follows is a discussion of those details and their related model documents.

### 1. Making “the ask” in a major gifts call

- a. In the case of a church ask: multi-point case coordination between Bishop and clergy and donor.
- b. The request for the visit.
- c. The team who will ask.
- d. The case materials.
- e. The do’s and don’t of the situation, location, people, timing, hospitality, script, and readiness with a leave-behind file.
- f. The conversation content:
  - i. Scripting
  - ii. Rehearsal
  - iii. Plan the details
  - iv. Body language and roles in the ask
  - v. Silence after the ask—solicitation team does not break silence
  - vi. What happens with a “yes”?
  - vii. What happens with a “no”?