

5-MAKE THE ASKS

Equipping Notes

Fundraising Resources

SYNOPSIS

While we cover making the Invitation in Section 3 on how to tell your story, knowing when and how to share your story and make the ask can be critical in delivering the result you are hoping for.

KEY POINTS

Make the following considerations as you plan out your fundraising season and how the strategy behind your asks will play an important part in your success.

- **Build Base Early, shift curve to the left.** Both cash and sponsorship fundraising are predicated on getting early wins to build from. Your personal confidence is important, but you can also take one win and follow it another and another, as one donor leads to another.
- **What is your relationship to the prospective donor?** When considering how to ask someone, consider how close you are to them and how your normal communication works. If this looks drastically different than normal, then they may dismiss it. Make your communication genuine. See the donor/sponsor as a child of God and share out with them as if a family friend to a family friend.
- **Show the "product" in action. Imagery is essential to learning.** Often times a picture with a letter or email can go a long way.
- **Clever rhyming, memorable parts of the pitch don't hurt either.** Giving a title to your letter or ask to the friend will help them remember it better and remember to donate. "Carrying jerry cans so kids don't have to." Or "Sponsor the next president of Ethiopia"
- **The art of woo: know yourself. How do people normally like you?** Lean into that space. Remember how you ask should be wooing them into something amazing, not broadcasting a public media announcement. Another way to think about it is if you plan on begging for a donation versus asking someone to the school dance. Choose the latter in your approach.
- **Don't assume what cold donors are thinking.** God is often at work in ways we underestimate. So many times our fundraisers have been surprised after asking someone they never thought would sponsor or donate and suddenly that person is switched on to an amazing relationship with the fundraisers, a child, and World Vision.
- **Sometimes asks are a process.** Reach out. Listen. Find the right window.
- **Always close with the invitation.** No matter how the conversation goes, if you don't ask for support, they will not support.