



**Leadership for Philanthropy**  
Made possible by DEI and  
The Corporation for Public Broadcasting

## ASKING MATTERS

Presented by  
**Andrea Kihlstedt and Brian Saber**  
Co-founders of Asking Matters

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Introduction

Deb Turner, moderator



Andrea Kihlstedt, presenter



Brian Saber, presenter



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Introduction

WELCOME TO ASKING MATTERS



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**asking matters** Introduction

ONE MEMBERSHIP

Contact

MANY USERS

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**asking matters** Introduction

**Goals of the Three Fall Webinars**

- **Resource:** Asking Matters and Asking Styles
- **Training:** Learn to ask
- **Action:** Close four gifts this year

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**asking matters** Introduction

**Putting these Sessions in Context**

- Your consultants
- Your fundraising schedule

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Overview

- 1. Asking Matters
- 2. Asking Styles
- 3. Selecting Prospects
- 4. Preparing to Ask

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1. ASKING MATTERS



(asking matters)

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Asking Matters

**Percent of Solicitations that Result in a Gift**

Personal Solicitation	75%
Phone Solicitation	25%
Mail Solicitation	2%

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**Percent of Solicitations that Result in a Gift**

Personal Solicitation	75%	↔
Phone Solicitation	25%	↔
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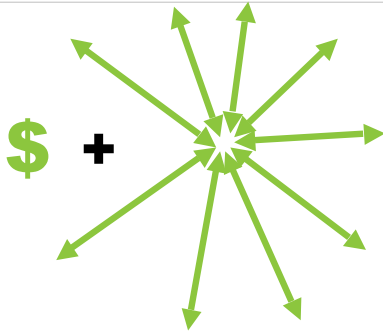
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Asking Matters



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Asking Matters

**STRONGER**

The more you ask, the stronger your organization.

**ORGANIZATION**

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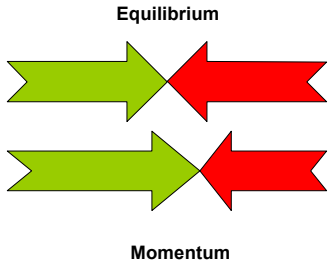
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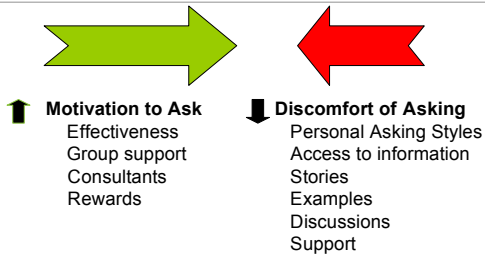
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## 2. ASKING STYLES



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Asking Styles

Many ways to be effective.  
**MANY WAYS TO ASK.**

**ASKING STYLES!**



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Asking Styles

How you interact with people

**Extrovert**



**Introvert**

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Asking Styles

How you make decisions

Extrovert



Introvert

**Analytic**



**Intuitive**

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Four styles. Where are you?




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SECONDARY STYLES




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Not better. Not worse. Just different.

All four asking styles work.

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### HOW TO USE ASKING STYLES

- **The Asking Process**
- Pairing Askers
- Training Staff and Volunteers
- Adapting to Donor Styles
- Supporting Askers
- Analyzing Groups

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### THE ASKING PROCESS

1. **Selecting prospects**
2. **Getting ready**
3. Setting up the meeting
4. Asking for the gift
5. Following through

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**asking matters** Asking Styles

Competitive  
Strategic  
Systematic

**RAINMAKER**  
Select Prospects  
Top dollar  
Friends  
New prospects

**Preparation**  
Detailed review  
Written plan

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**asking matters** Asking Styles

Enthusiastic  
Impulsive  
Energetic

**GO-GETTER**  
Select Prospects  
Friends  
New prospects  
Few at a time

**Preparation**  
Bullet points  
Practice out loud  
Staff support

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**asking matters** Asking Styles

**KINDRED SPIRIT**  
Select Prospects  
Likely donors  
Not friends  
Few at a time

**Preparation**  
Bullet points  
Stories  
Staff support

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**asking matters** Asking Styles

**MISSION CONTROLLER**

**Select Prospects**  
Corporate donors  
Foundation donors  
More solicitations

**Preparation**  
Detailed review  
Written plan  
Systems

Organized  
Methodical  
Detailed

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**asking matters**

3. SELECTING PROSPECTS

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**asking matters** Selecting Prospects

**The ABC's of Identifying QUALIFIED Prospects**

**A Ability**  
**B Belief**  
**C Contact**

**Qualified prospects have A, B and C.**

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**HOMEWORK STEP 1: Select 10 QUALIFIED Prospects**

- Current Donors
- Recently Lapsed Donors
- Former Board Members
- Handraisers

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**HOMEWORK STEP 2: Prioritize 10 Qualified Prospects**

- Giving history
- Giving capacity
- Relationship to the organization
- Readiness to give
- Your comfort level with this prospect
- Relationship to you

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**HOMEWORK STEP 2: Prioritize 10 Qualified Prospects**

- Giving history
- Giving capacity
- Relationship to the organization
- Readiness to give
- **Your comfort level with this prospect**
- **Relationship to you**

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**PROSPECT SELECTION CHART**

Names	Relation to you	Comfort level	Relation to org	Giving history	Capacity to give	Ready to give	Score

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You can find the Prospect Selection Chart under

**HOW TO ASK**



**Knowledge Base**



**Sample Forms and Charts**

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**HOMEWORK STEP 3: Start with Four Prospects to Solicit**

- **Rainmakers** - start with those with the greatest *Giving Capacity*
- **Go-Getters** - go for the prospects with the highest *Total*.
- **Kindred Spirits** - look closely at the *Relationship to You* score.
- **Mission Controllers** - pay attention to *Your Comfort Level*.

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4. PREPARING TO ASK



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Preparing to Ask

**HOMEWORK STEP 4: Preparing to Ask**

- Review why you are asking
- Assemble materials
- Determine ask amounts
- Map out approach for each prospect

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Preparing to Ask

**Review Why You Are Asking**

**Write out 5 bullet points representing the key points you will use in making your case**

- Facts and Figures
- Impacts
- Philosophy
- Critical Need

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Preparing to Ask

**Assemble Materials**

- Budget
- Annual Report
- Statistics
- Visuals
- Stories

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Preparing to Ask

**Determine Ask Amounts**

- Pattern
- Goals
- Stretch

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Preparing to Ask

**Map Out Approach for Each Prospect**

- Is this a team effort?
- What is the ideal location and timing?
- What about the station will appeal most to the prospect?
- What pitch will engage the prospect most?

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**HOMEWORK STEP 4: Getting Ready to Ask**

- Review why you are asking
- Assemble materials
- Determine ask amounts
- Map out approach for each prospect

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**Next Webinar**

- Tuesday, October 26 3:00-4:00
- What we'll cover
  - Setting up the ask
  - Making the ask
  - Following up
- Volunteers wanted for next session

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