



Leadership for Philanthropy
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ASKING MATTERS

Webinar 2, October 26, 2010

Presented by
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Co-founders of Asking Matters

Leadership for Philanthropy

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Introduction

Deb Turner, moderator



Andrea Kihlstedt, presenter



Brian Saber, presenter



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Recap

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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THE FIVE STEP ASKING PROCESS
Webinar 1

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



Identifying Prospects and Getting Ready

- Stewart Vanderwilt, KUT, Austin, TX
- Joe O'Connor, WRNI, Providence, RI
- Nico Leone, KDHX, St. Louis, MO



THE FIVE STEP ASKING PROCESS
Webinar 2

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

ASKING STYLES



Applying Asking Styles

Competitive
Gregarious
Thorough
Systematic



RAINMAKER

Set Up the meeting

- Spreadsheet
- Block of time
- Start with top prospect
- Push for the meeting

Ask for the Gift

- Goal oriented
- Results based
- Time table
- Good closer

Setting Up the Meeting: Applying Asking Styles

Enthusiastic
Impatient
Energetic
Creative



GO-GETTER

Set up the meeting

- Summary information
- 1-2 at a time
- Personal relationship

Ask for the Gift

- Enthusiasm
- Minimal script
- Personal stories
- Help with close

asking matters Setting Up the Meeting: Applying Asking Styles

KINDRED SPIRIT

Set Up the Meeting

- Write before calling
- Summary material
- Support

Ask for the Gift

- Material in advance
- Personal stories
- Practice
- Help with close

Responsive
Flexible
Sensitive
Attentive

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asking matters Setting Up the Meeting: Applying Asking Styles

MISSION CONTROLLER

Set Up the Meeting

- Write before calling
- Script
- Spread Sheet

Ask for the Gift

- Material in advance
- Facts and figures
- Outcomes

Organized
Methodical
Detailed
Responsible

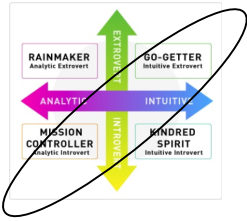
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asking matters Applying Asking Styles

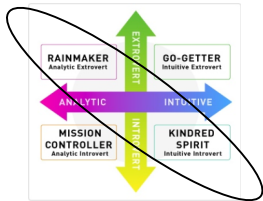
PAIRING ASKERS

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PAIRING ASKERS



PAIRING ASKERS



SETTING UP THE MEETING



asking matters Setting Up the Meeting

KEY POINTS FOR EVERYONE

- Determine ask amount before scheduling the meeting
- Know the prospect's giving history
- Practice out loud

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asking matters Setting Up the Meeting

HOW TO ENSURE YOU GET A MEETING

- Make it convenient
- Start far in advance
- Share your passion
- Be gracious
- Be persistent

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asking matters Setting Up the Meeting

WRITE OUT THE FIRST SENTENCE

Something like...

I'd like to come over and spend a little time talking with you about WABC and our fundraising needs this year.

No surprises!

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Setting Up the Meeting

NATURAL RESISTANCE

(Just part of the process!)

- No need to meet
- Why me?
- I'm not the right person
- What's this about?
- I don't have time
- How about January?
- I've got a headache



Setting Up the Meeting

HOMEWORK STEP 1: Set Up Meetings

- Set up 4 meetings
- At least 1 meeting before November 9



ASKING FOR THE GIFT





SUMMARY

- 1. Five-Step Asking Summary
- 2. Dealing with Anxiety
- 3. Discovery Questions
- 4. Handling Objections



1. FIVE STEP ASKING SUMMARY

Opening: State nature of the meeting

Transition: I'd like to ask you a few questions

Dialogue: Ask discovery questions

Transition: I'd like to tell you about..

Presentation: Make compelling case

Transition: Would you consider a gift of \$_____ ?

Close: Decipher response

Transition: Let's go over next steps..

Follow Through: Review agreement



2. DEALING WITH ANXIETY

- Practice out loud.
- You're not responsible for the answer; just the question.
- Help determine the gift that's right for THEM.
- The worst thing that can happen? *NO!*
- And *NO* often means ... not yet, not for this, not this amount.



3. DISCOVERY QUESTIONS

Sentence Starters: *what* or *how*

Open-ended questions
More engaging, less threatening than *who* or *why*
Simple questions work well

- *How is your family?*
- *What are you focused on at work?*
- *What did you think about the...(elections, game, local issue)?*



3. DISCOVERY QUESTIONS

**If prior relationship, find the connection
between their lives and the station.**

- *How did you get involved with WXXX?*
- *What motivates you to give to WXXX?*
- *What resonates most for you about the work of WXXX?*
- *What's your favorite program on WXXX?*
- *What programs would you like to know more about?*



3. DISCOVERY QUESTIONS

If no prior relationship, explore other giving.

- *What are some of the organizations you support and why?*
- *How do you decide who to give to and how much to give?*
- *What volunteer commitments do you currently have?*
- *Do you sit on any boards? Have you previously?*



4. HANDLING OBJECTIONS

Objections You May Hear

- *That's a lot of money.*
- *This has been a hard year for us ... for my business, etc.*
- *I need to talk with my spouse / partner / accountant / etc.*
- *We have two kids in college this year.*
- *We have so many other commitments.*

Note: In none of these examples is the prospect saying "no."



4. HANDLING OBJECTIONS

Why Prospects Object

- They need time to consider
- They're evaluating how much they care about the cause
- They're testing your sincerity and commitment
- They're trying to figure out how much impact the gift will make
- They've never given that much before
- They have real financial constraints



4. HANDLING OBJECTIONS

Acknowledge the objection: *"I understand what you are saying is ..."*

Empathize and reassure: *"I can imagine how you feel."*

Expand on feature/benefit of the program that matches donor's interest

Exaggerate objection: *"Are you saying the challenges are just too big to address?"*

Ask a direct question: *"What would it take to convince you?"*

Ask again.



Asking for the Gift

4. HANDLING OBJECTIONS

When the Amount Really IS Too High

Multiple payments: *"Would you consider making this gift in several payments?"*

Reduce amount: *"If \$5,000 isn't possible, would you consider a gift of \$3,000?"*

Ask prospect to name an amount: *"What gift could you make comfortably?"*



Asking for the Gift

WHAT EVERY PROSPECT WANTS TO KNOW

Will it make a difference?

Will it feel good?



HOMEWORK STEP 2: Hold Meetings & Close Gift

- Hold as many meetings as possible before November 9
- Try to close at least 1 gift before November 9



Next Webinar

- Tuesday, November 9 3:00-4:00
- What we'll cover
 - Status report: Questions and Challenges
 - Involving volunteers more in cultivation and solicitation
 - How to best solicit the board
 - Year-round cultivation
- Volunteers wanted for next session
