




we'll start shortly

housekeeping

- you'll get a link to the recording, as well as a PDF of the slides (within 24 hours)
- the recording will be in MP4 (video) and MP3 (audio) formats



asking matters

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**Get Your Board
on Board
to Fundraise**

asking matters

Brian Sabat 1/8 Copyright 2025

presented by

Brian Saber
president,
asking matters



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agenda

why it's so important
evolution of boards
the resistance to fundraising
the importance of training
top five training tips
overcoming resistance to training
next steps
questions



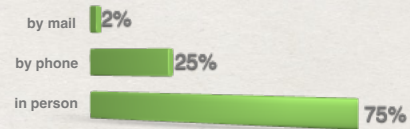
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why asking matters

asking in person is the most effective fundraising you can do...



why asking matters

3 out of 4
asks result in a gift

why asking matters

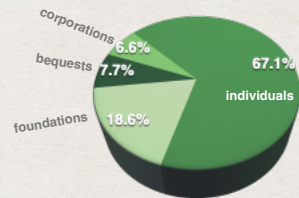


giving

\$557 billion

giving

2023 charitable giving



Source: Giving USA

why asking matters



why asking matters

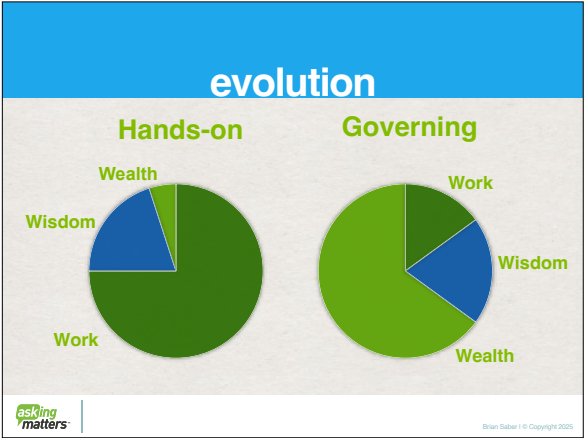


the evolution of boards



evolution









evolution

Board Fundraising Role

The diagram features a horizontal timeline arrow pointing to the right. Above the arrow, the text 'Hands-on' is positioned on the left and 'Governing' is positioned on the right. Below the arrow, there are two bulleted lists of tasks. The first list, under 'Hands-on', includes: 'ask everyone you know for help', 'run numerous small fundraising events', and 'may or may not give personal gifts'. The second list, under 'Governing', includes: 'provide fundraising oversight', 'make significant gifts', and 'cultivate and solicit major donors'.

- Hands-on**
 - ask everyone you know for help
 - run numerous small fundraising events
 - may or may not give personal gifts
- Governing**
 - provide fundraising oversight
 - make significant gifts
 - cultivate and solicit major donors

asking matters

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the resistance to fundraising

asking matters

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overcoming resistance

begging
arm-twisting
quid pro quo

asking
matters

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overcoming resistance

4

overcoming resistance



overcoming resistance

everyone must
help cultivate relationships

overcoming resistance

everyone must
ask for something

overcoming resistance

some (hopefully most) will
ask for gifts



the importance
of training

training

most board members don't know
how to fundraise

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training

what training do they need

crafting their unique case for support

understanding the basics of the cultivation and asking process

opening the door

asking good questions

dealing with no's and maybe's

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training

fundraising training is an ongoing practice throughout the year

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January

February

March

April

May

June

July

August

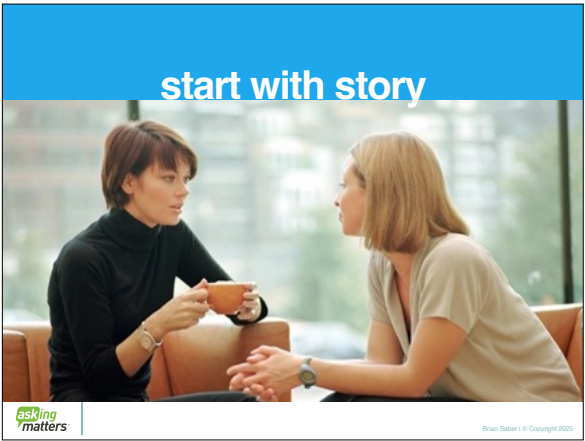
September

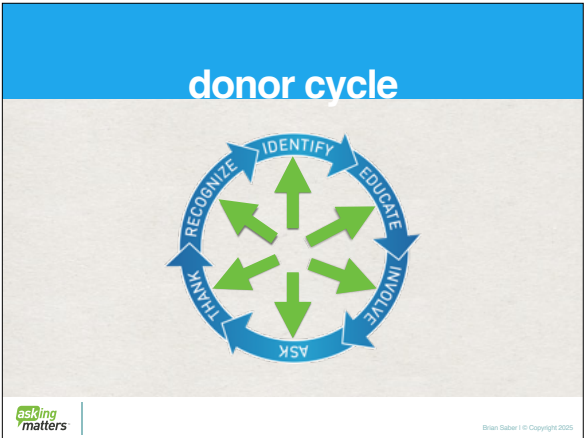
October

November

December







asking styles

fact based
goal oriented
strategic
competitive
driven



rainmaker

EXTROVERT



go-getter

big picture
high energy
creative
quick
engaging

ANALYTIC

INTUITIVE

detailed
thorough
methodical
responsible
observant



mission controller

INTROVERT



kindred spirit

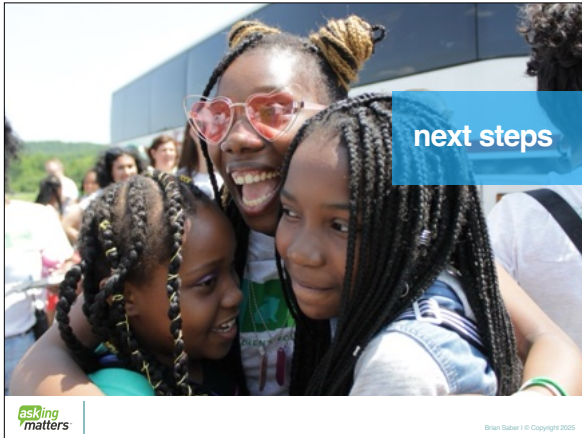
feelings oriented
attentive
caring
thoughtful
selfless

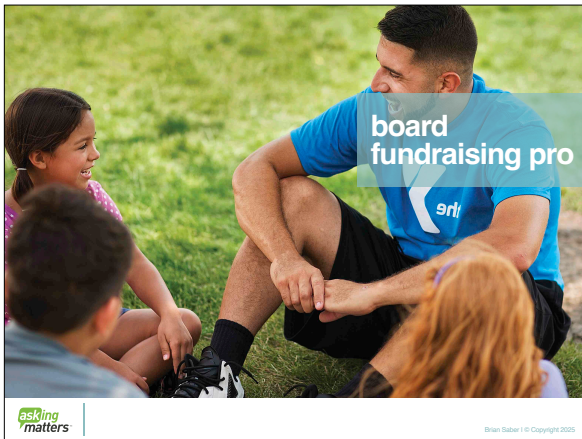
brainstorming



how to open doors







benefits

for board members

- initial training
- ongoing training
- regular tips and motivation
- the tools to do the work
- a sense of community with board members of other organizations

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benefits

for staff

- step-by-step planning and direction
- assistance in teaching board members
- resources at your fingertips
- a way to get help when you're stuck
- an outside voice to underscore best practices
- a community of similar folks

asking
matters

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upcoming webinars

How to Tell Your Story

*How to Approach
Family and Friends*


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upcoming webinars

How to Tell Your Story

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upcoming webinars

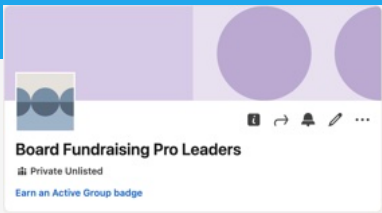
How to Tell Your Story

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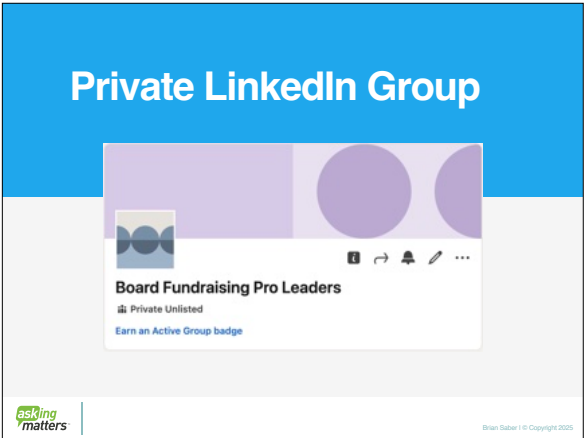
Private LinkedIn Group



Board Fundraising Pro Leaders

Private Unlisted

Earn an Active Group badge




Monday Morning Matters

Monday Morning Board Matters

November 4

Listening is the number one skill in fundraising. The more you ask questions and listen to your donors' responses, the stronger the relationship will be.



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Monthly Newsletter

Highlighting a Board Fundraising Pro Resource
Asking Styles Nametag Template




When you're conducting exercises or any fundraising training, print out nametags for everyone according to their Asking Style (primary/secondary).

This way, when board members and staff are interacting with each other, they will understand where each other is coming from. It helps everyone gain a greater appreciation for what their peers bring to the table.

[Download the nametag template](#)



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BOARD FUNDRAISING PRO

Welcome Visual Arts Center of New Jersey Board Members!

Here off to you for investing your time in becoming an effective ambassador and fundraiser for the Visual Arts Center of New Jersey.

We are here to help you focus your efforts on building strategic relationships that lead to a large base of committed, long-term donors.

It's not about telling up everyone you know for a gift, and it's not even about every board member asking for gifts. It's about everyone being involved in the process, putting their best foot forward with joyful communication and telling a compelling story about the work you so deeply believe in.



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Additional Resources

We hope these additional resources will be of help to you over time.

VIDEOS

Consider watching these brief videos and discussing them as a group:

INTRODUCTION TO ASKING STYLES

THE POWER OF BEING AUTHENTIC

WHY ASKING IN PERSON MATTERS



CULTIVATING DONORS YEAR-ROUND

BOARD LIVING AND GETTING

MAKING THE CASE FOR SUPPORT



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RESOURCES

- Asking Styles Namingtag Template
- Side-by-Side Resource Development Form
- Contact Report
- Anxiety/Excitement Worksheet
- Conversation Questions
- Sample Ask for the Meeting Letters
- Intentional Communication Outline
- Top Ten Ways to Ensure You Get a Meeting
- Top Ten Ways to Make Your Donor Feel Special
- Sample Board Fundraising Training Plan and Calendar

EXERCISES

These are great 10-15 minute group exercises for board meetings, retreats, and other gatherings:

- Your Asking Style Matters
- Finding Your Own Words
- Making the Ask
- Responding to Resistance to Meeting
- Board as a Team
- Asking Styles and Donor Cultivation



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google sheets board tracker

30% off any 10 or more

asking styles
revolutionize your fundraising

remember go-getter

brian sabar

boards and asking styles
a roadmap to success

remember go-getter

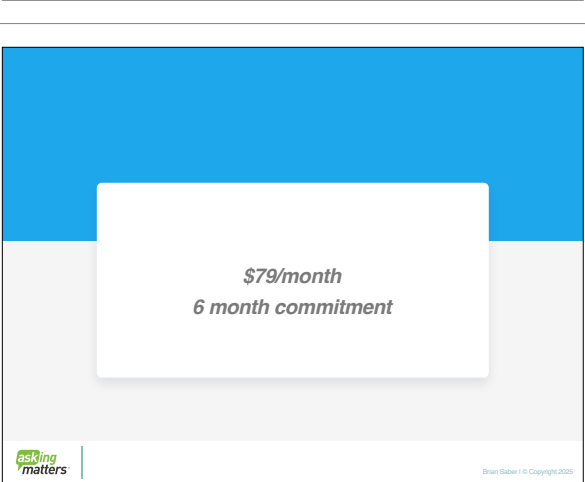
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engaged boards will fundraise!
how good governance inspires them

interview duration
interview style


Fundraising For Introverts
empowering you through the power of silence
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[illegible]


boards.askingmatters.com


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questions?

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