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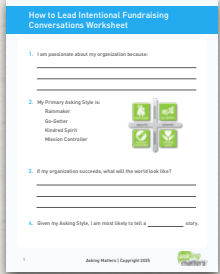
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**we'll start shortly**

**housekeeping**

- make sure to download the worksheet. We'll put the link in the chat box if you didn't see it in your email.



**asking matters**

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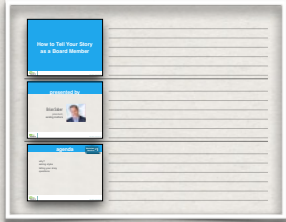
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**we'll start shortly**

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- 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



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# How to Lead Intentional Fundraising Conversations

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presented by

**Brian Saber**  
president,  
asking matters



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welcome



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## asking styles



Many ways to be effective  
Many ways to ask

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## asking styles

how do you interact with people?

**extrovert** =  $\frac{\text{derive energy from others}}{\text{talk to think}}$

**introvert** =  $\frac{\text{derive energy from oneself}}{\text{think to talk}}$

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## asking styles

how do you take in information?

**analytic** =  $\frac{\text{inductive fact-oriented}}{\text{data to idea}}$

**intuitive** =  $\frac{\text{deductive idea-oriented}}{\text{idea to data}}$

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# asking styles



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# asking styles



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# asking styles



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# telling your story

## features vs. benefits

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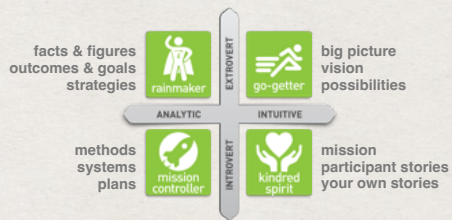
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# telling your story



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# telling your story

Worksheet #4  
Question



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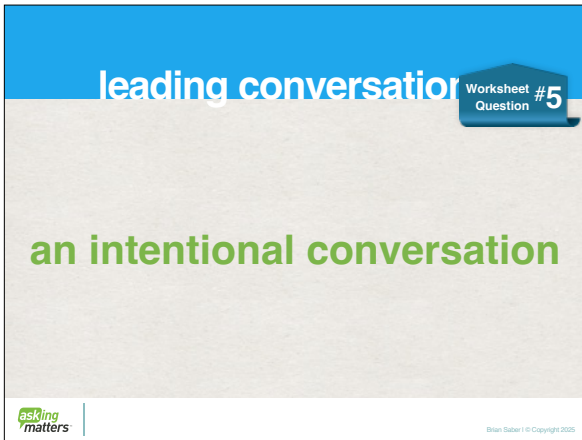
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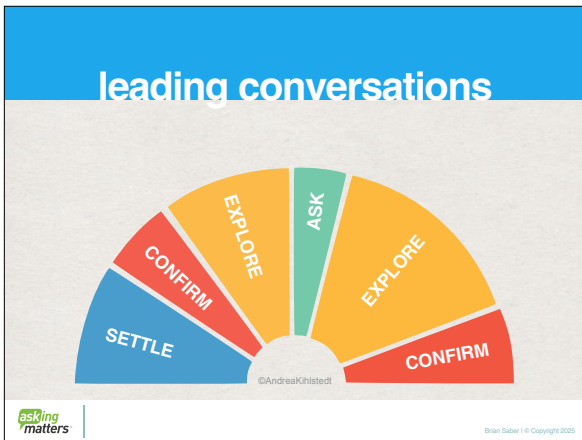
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## leading conversations

Would you consider...

- ...coming to the Center to learn more
- ...meeting with Joan, our executive director
- ...introducing me to George
- ...being a sponsor of our benefit
- ...joining our board
- ...making a gift of \$5,000

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## leading conversations

50%

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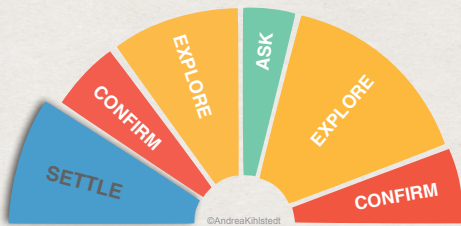
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## leading conversation

Worksheet #6  
Question



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# leading conversations



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# leading conversations

## how or what questions

- how's the family?
- what are you working on?
- how was your weekend?
- how are you doing?
- how did you enjoy your vacation?
- how's the new place?

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# leading conversations

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

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# leading conversations

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# leading conversations

**why are we here?**

Thank you for taking the time to meet with me to talk about the senior center  
and for me to ask you for a gift.

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# leading conversations

**why are we here?**

Thank you for taking the time to meet with me to talk about the senior center  
and get to know each other better.

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# leading conversations



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## exercise

# leading conversations



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# leading conversations



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# leading conversations

may I ask you some questions?

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# leading conversations

## how or what questions

- what do you think?
- what motivated you to start giving to us?
- what would you like to know?
- what has shaped your thinking?
- how do you make your philanthropic decisions?
- how has your thinking changed?
- how are we doing?

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# leading conversations

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## leading conversations

may I tell you about...?

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## leading conversations

### the segue

“it was great hearing about...in fact...”

“it was wonderful hearing more about...and I want to thank you again for agreeing to meet with me. As you know...”

“thank you again. as you know, I reached out to see if we could meet so that I could ask you to participate...”

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## leading conversations

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## leading conversations

fear of rejection  
afraid to ask for too much  
afraid to ask for too little  
awkward talking about money  
don't know what to request



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## leading conversations

**your donors are expecting it**

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## leading conversations

**it makes for a stronger ask**

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# leading conversations



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# leading conversations



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# leading conversations



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## leading conversations

### yes questions

great - I'll set up that meeting

what would be a great time to come to the Center?

thank you so much - I will let the staff know and they'll reach out to you

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## leading conversations



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## leading conversations

### the only real no

“I will not make a gift of any amount at any time for any project.”

“I appreciate our conversation but I can't add another charity to my list.”

I don't have access to those resources.”

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## leading conversations

### maybe questions

what excites you about this project?

what additional information would assist you in making a decision?

would you like us to speak with your spouse - children - attorney?

would it help to pay this gift out over time?

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## leading conversations

### no questions

are there other projects that would be of more interest?

might we come back and ask you again next year?

would you consider a smaller gift for this project?

how should we proceed?

what would influence your decision?

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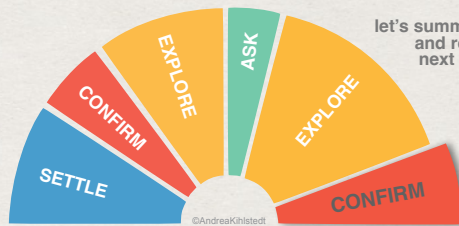
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## leading conversations



let's summarize and review next steps

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# leading conversations

## wrapping up

information you will send  
when you will next have contact  
what else needs to be accomplished  
thank you

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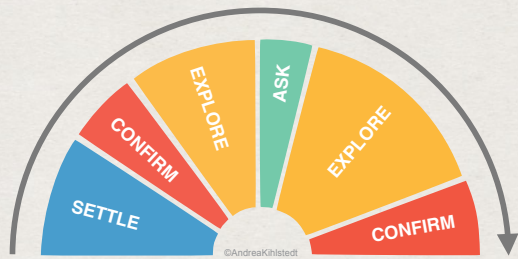
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# leading conversations



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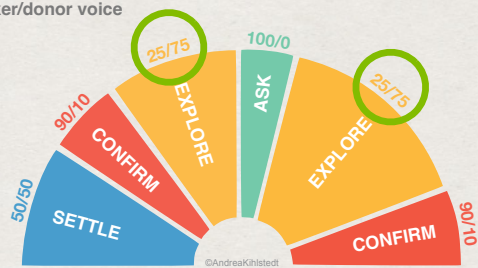
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# leading conversations

asker/donor voice



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# leading conversations

# 50%

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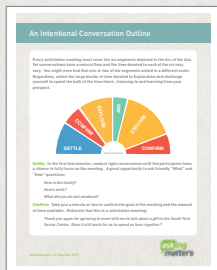
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# leading conversations



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# questions?

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**takeaways  
next steps**



**asking  
matters**

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**takeaways**

your Asking Style will impact how you move through the meeting

your roles are to conduct, ask questions, learn, listen and ask

you are not responsible for the answer

asking for something specific matters

the door is almost left open!

**asking  
matters**

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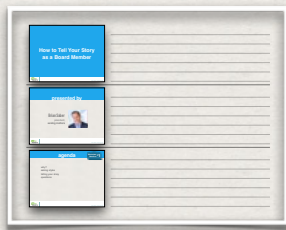
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**asking  
matters**

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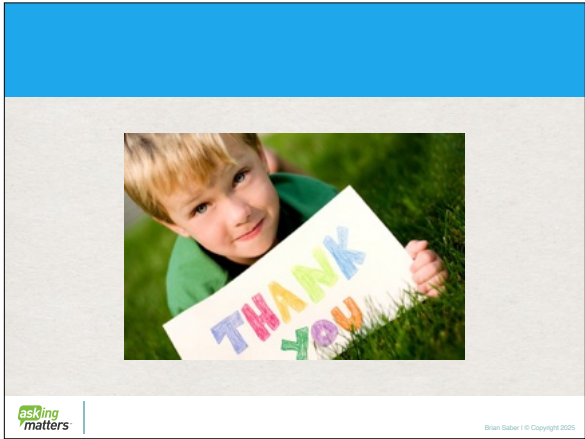
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