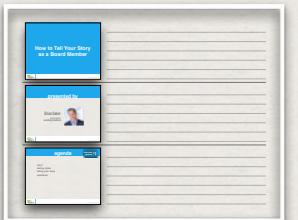


we'll start shortly

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



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Successful Fundraising in 5 Steps

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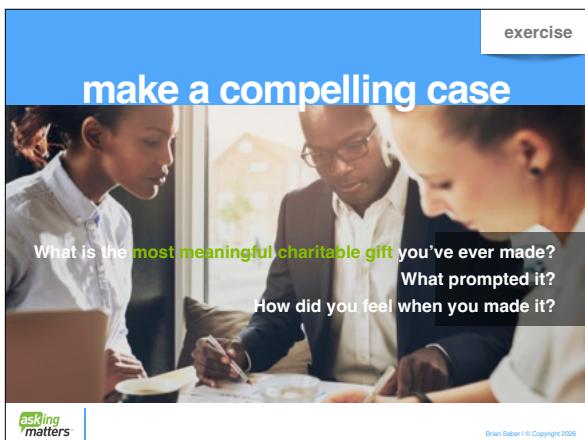
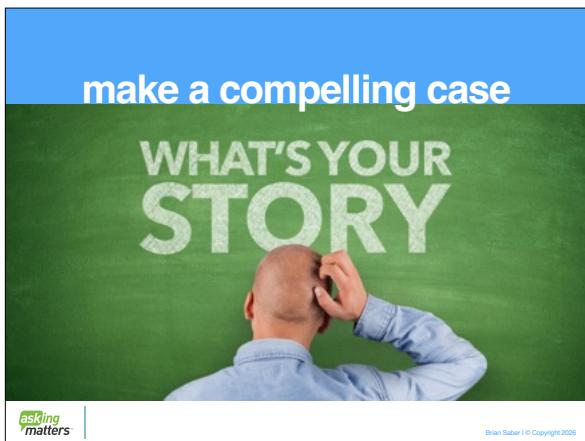
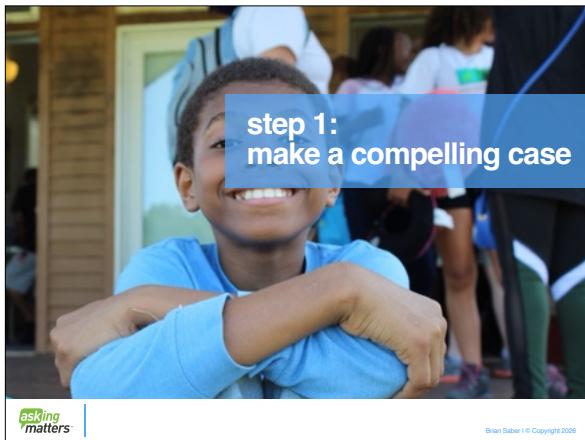
presented by

Brian Saber
president,
asking matters



asking
matters

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make a compelling case



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ask^{ing} matters

make a compelling case

43%

ask^{ing} matters

make a compelling case

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

by mail	2%
by phone	25%
in person	75%

Kent Dove, Indiana University Foundation

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ask^{ing} matters

make a compelling case

3 out of 4

asks result in a gift



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make a compelling case



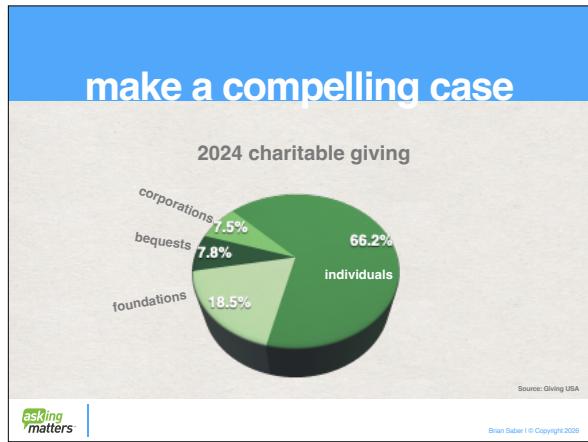
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make a compelling case

\$592.5 billion



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exercise

make a compelling case

A photograph of three people in a professional setting, likely a meeting. A woman on the left, wearing a white blouse, is pointing at a laptop screen. A man in the center, wearing glasses and a dark suit, is looking down at the screen. A woman on the right, wearing a white shirt, is also looking down at the screen. They appear to be discussing something on the laptop. The background shows a window with a view of a building.

Why don't we **cultivate and ask more** one-to-one?
What keeps us from talking to donors in person?

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A young boy with short hair, wearing a blue t-shirt, is smiling broadly with his arms crossed. He is in an indoor setting with other people in the background. Overlaid on the image is a white rectangular box containing the text "step 2: set clear expectations" in a large, bold, black font.

set clear expectations

set clear expectations

**everyone must
give**



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set clear expectations

**everyone must give a
a personally significant gift**



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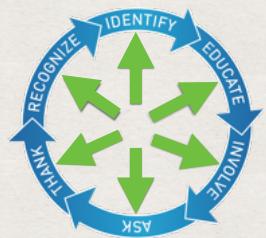
set clear expectations

**everyone must
help cultivate relationships**



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set clear expectations



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set clear expectations

everyone must
ask for something

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set clear expectations

everyone must ask for
something

volunteerism
in-kind services
in-kind products
committee or board work
introductions to others



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set clear expectations

some (hopefully most) must
ask for gifts

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set clear expectations



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set clear expectations

4

asking
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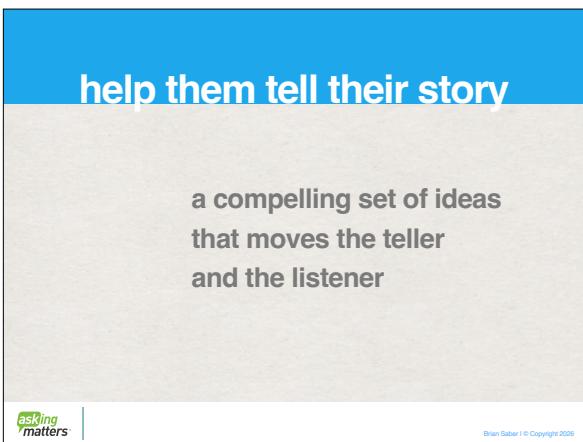
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step 3: help them tell their story

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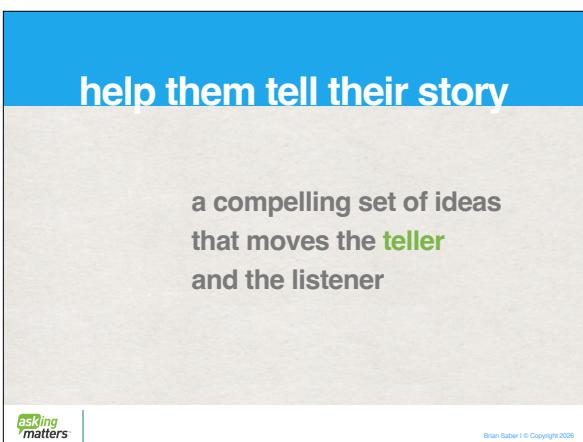
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help them tell their story

a compelling set of ideas
that moves the teller
and the listener

asking
matters.™



help them tell their story

a compelling set of ideas
that moves the **teller**
and the **listener**

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help them tell their story

a compelling set of ideas
that moves the **teller**
and the **listener**

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help them tell their story



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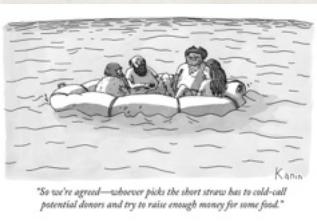
help them tell their story



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help them tell their story



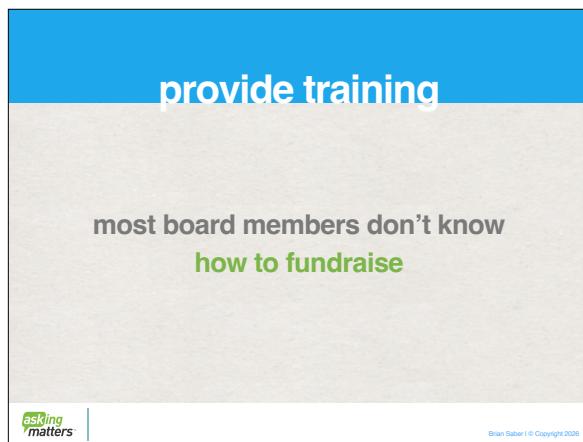
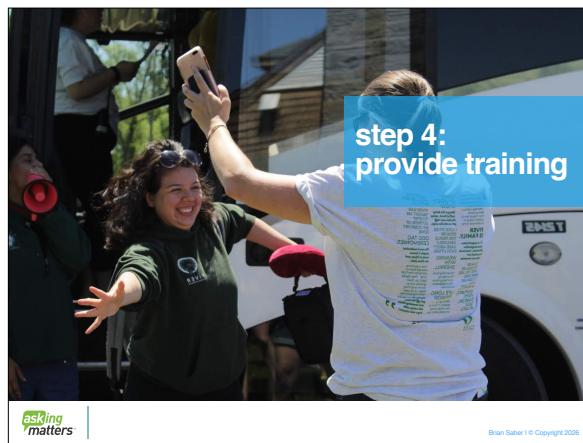
"So we've agreed—whichever picks the short straw has to cold-call potential donors and try to raise enough money for some food."

help them tell their story

vision & impact

help them tell their story





provide training

The ABCs

ability - belief - contact

provide training

relationship networks

family
friends
fellow employees
peers in my industry
fellow worshippers
fellow parents
fellow volunteers
neighbors

fellow club members
fellow alumni
social media friends
people I pay for services
people I've helped out

exercise

provide training



Identify your THREE strongest networks and try
to identify TWO people in each of those networks
who might have the A, B, C's

provide training

ASK

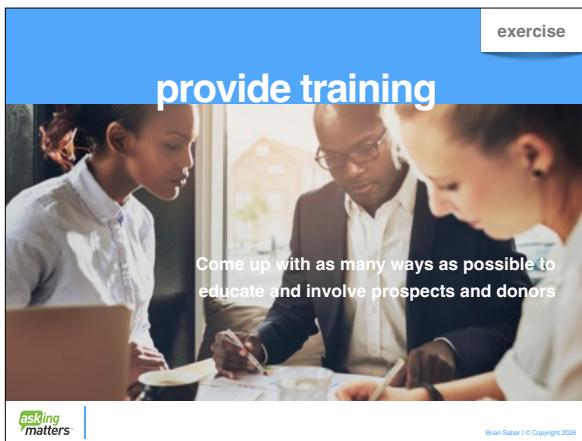
INVOLVE

THINK

RECOGNIZE

EDUCATE

IDENTIFY



provide training

provide training

Might you to meet with me
to talk about your love of the symphony
and to get to know you better.
This is not a solicitation call and
I will not ask for a gift - I promise!



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provide training

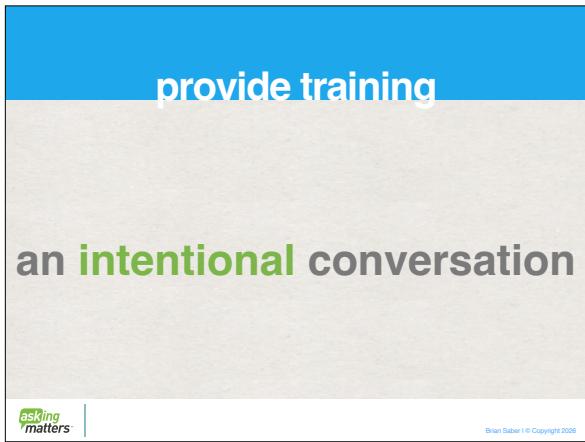


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provide training



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support their work

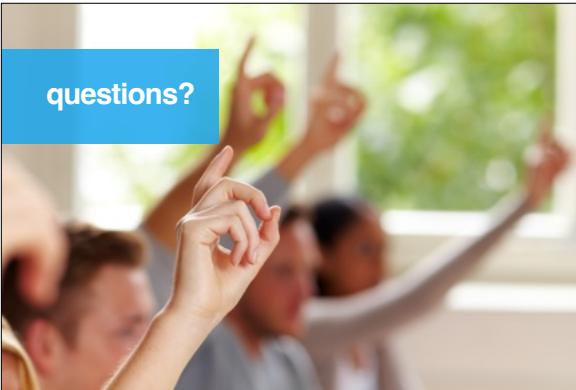
board members can only do as much fundraising as there is staff to **support it**

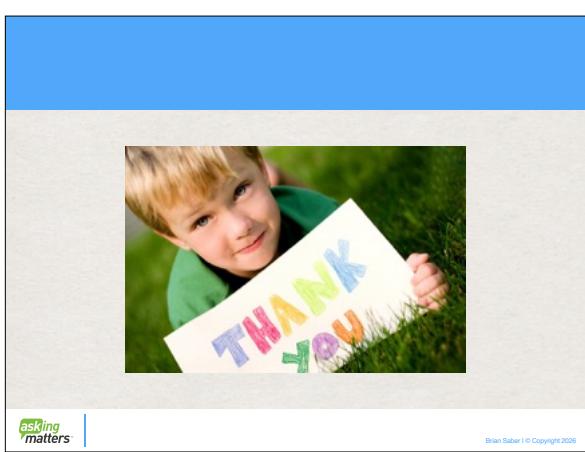
support their work

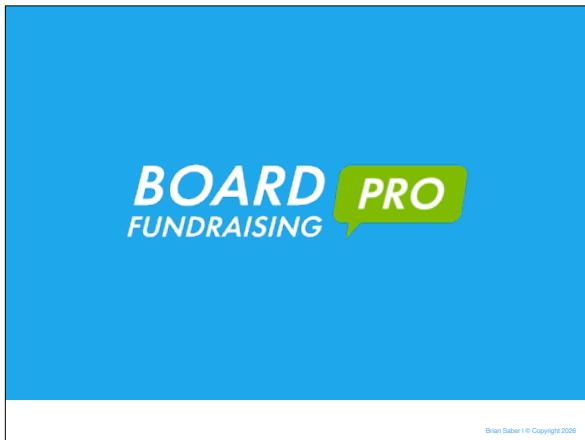
support

- provide material
- strategize
- tag team
- report
- provide training

questions?







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benefits

for board members

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

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benefits

for staff

- taking the work off your plate
- providing an outside, seasoned voice to amplify your efforts
- expert help when you get stuck
- the tools to support the work

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ask  matters

BOARD FUNDRAISING PRO

Welcome Visual Arts Center of New Jersey Board Members!





Hi, we're 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 hitting 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 solid communication and telling a compelling story about the work you are deeply belief in.

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For Your BFP Lead Only

Please use this form to sign up your board members and staff. You can add people at any time. If you wish to remove anyone, please email support@askngmatters.com.



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Intro Month

- Day 1: Welcome Video
- Day 8: Setting the Stage
- Day 15: Best Practices
- Day 22: Introducing the Asking Styles

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Weekly 15-Second Thoughts



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Monthly: Bite-Sized Exercises

*An under-5 minute video
and three questions to ask
yourself or ask in a group*

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Monthly 30-Minute Webinars

How to Tell Your Story

How to Approach Family and Friends

BOARD PRO
FUNDRAISING

Monthly Newsletters

BOARD FUNDRAISING PRO

Newsletter
February 2025

Dear Friend,

I'm excited to be leading my new webinar, "How to Tell Your Story as a Board Member," on March 4 and 5. It's free to you as a board member of your organization.

[Register here for FREE!](#)

Telling your story – making your case for support – can be challenging as a board member. You're not steeped in the organization like staff are. You're not talking about the organization in your day to day. You're probably even talking with people you don't always know personally and wondering how to filter through it, while at the same time thinking you don't know enough to answer questions that arise.

In this interactive webinar, you'll:

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Ask Us Questions Anytime!



Board Fundraising Pro Leaders

Private Unlisted

Earn an Active Group badge

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Welcome Visual Arts Center of
New Jersey Board Members!

Here's 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,
pulling their best foot forward in positive communication and telling a compelling
story about the work you as deeply believe in.



Get Started

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Get Started

I. Welcome Video
5 MINUTES
Just a brief hello from Brian

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II. Setting the Stage
25 MINUTES + WORKSHEET
Fundraising training starts with understanding what it's all about and why we do it. Here we cover your mindset about both money and philanthropy, why cultivating and asking makes such an impact, and best practices for board members

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IV. Fundraise using Your Asking Style
Watch the video for your style, completing the worksheet as you go along.

Rainmakers **Go-Getters**

Kindred Spirits **Mission Controllers**

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\$49/mo

- **for everyone!**
- **no contract**
- **one-time set-up fee: \$99**


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