

Major Gifts

The 5 W's



Take-Home Activity: Designing the Ask Visit

Write bullets which outline the ask you are going to make to a specific person for a specific ask.

Notes:

The solicitation should take about 15 minutes.

1. The introduction (2 minutes)
 - a. Why are you here?
 - b. What is your common ground?
2. The preliminary to the ask (6 minutes)
 - a. Review the case.
 - b. If the donor gets bored, ask questions in which the donor states the case.
 - c. Ask if you have been understood.
3. The ask (2 minutes)
 - a. A specific amount is asked for and silence follows.
 - b. Conversation and negotiation (3 minutes) (imagine possible negative responses and how you would face them in conversation.)
4. The ending conversation (3 minutes)
 - a. Restate the case summary.
 - b. Restate the ask.
 - c. Restate the benefits of the gift.
 - d. Establish the next step.