



## The Art of the Ask In This Digital Age: *And now during a pandemic*

**Rick Blain, CFRE**



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# Let's Talk About . . .

Understanding why people give: *It hasn't really changed*

Preparing for the Ask: *It may be a little different*

Cultivation and solicitation: *Pivoting our approach*

Importance of listening: *More important than ever*

Developing donor relations: *Communication is key*

Art of the Ask: *Art + Science + Technology*

And the “New Normal”: *What will it be?*

# Four Common Fears in Asking For Money

Rejection

Embarrassment

Failure

Mandatory Reciprocity

Others during the pandemic?

# *Why do people give to Your Institution/Organization?*

*PGTPFP™*

# *Why do people give to Your Institution/Organization?*

Case for support

Benefits & Beneficiaries

The ASK . . . *And how is this changing?*

# Why do they give?

All good fundraising is **personal** and **relational**

*Methods might be changing  
but the motivation remains the same*

***PGT*FP**

*“I Hate To Ask People For Money”*

But I love to ask them to do something  
important with their money.

*PGT**FP***

# *Personal & Relational*

In-person

Direct mail

Digital mail

Social media (the essence of it)

Special Events

*And now video conferencing*

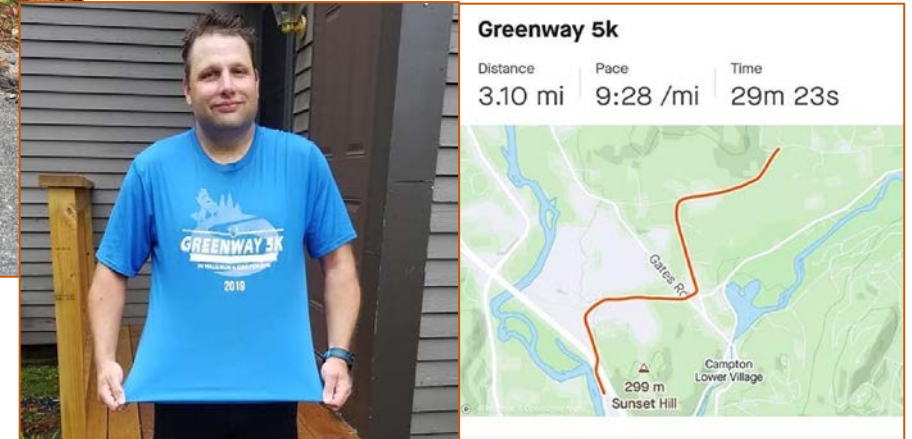


# Special Events Fundraising

## *Going Virtual*

# Creating New Traditions

- *Why?*
  - Connect
  - Engage
- *Where?*
  - Boundaryless
- *When?*
  - Over more time
- *What*
  - Telling your story



*Every time you go virtual, you stay true to what is at the core of your event:  
bringing community together*

# Five Steps

- What Kind of Fundraiser is It?
- What's your Fundraising Goal?
- What's your Event Timeline
- Publicize your Event
- Practice Practice Practice



# Use the Tools You Know

- Pre and post promote on SM
  - The mighty #
- Chat
  - Say hi
  - Say thank you
- Sponsorships
- Bidding Platforms
- Video conferencing (like Zoom)



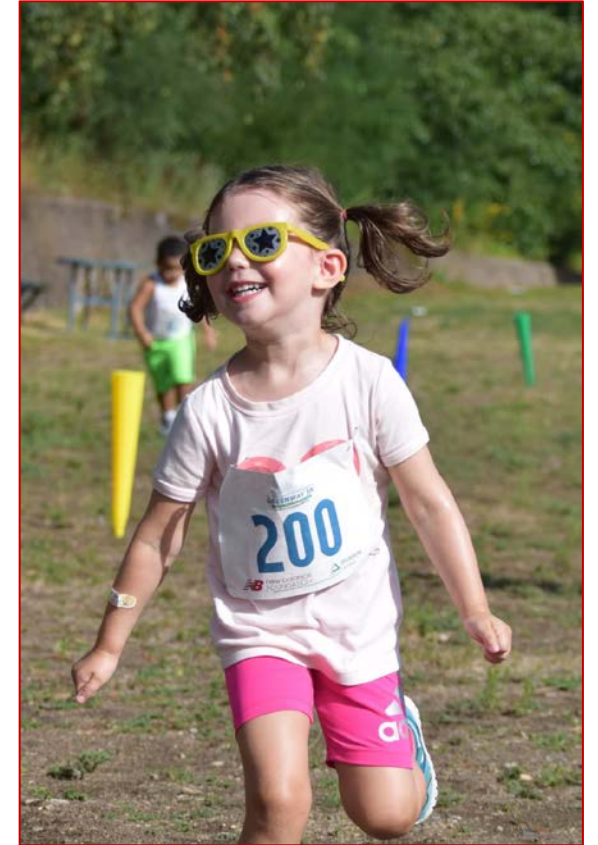
*There's no need to be perfect – we are in this together and are very forgiving*



# And Remember: PGTPFP

So don't forget your story

- Focus on your mission
- Create the ambience
- Find ways to be interactive
- Pre-plan follow up



# Going Virtual: Other Considerations

Multi-Channel Outreach

Frequent Reminders

Live streaming and pre-recorded

Ease of participation (IDs/passwords, auction bidding...)

Best software/platform(s) for YOUR event

Professional assistance (event planner, audio/video services...)

Practice

# *The Decision to Give*

Personal

Relational

Emotional

Emotion vs. Intellect

*The “TP” and the “FP”*

"I've learned that people will forget what you said, people will forget what you did, but people will never forget **how you made them feel.**"

Dr. Maya Angelou



*Can you create a  
sense of urgency?*

Beyond and in Addition  
to Covid Relief?

# What's the most effective?

In-Person... *“but we can't right now... Correct?” Maybe.*

Video Conferencing... *“Next best thing to being there.”*

Direct mail

Digital mail

Social media

Events... *In-person, virtual, hybrid*

# Do you know your donors?

What motivates them to give?

What motivates them to give to you?

Who else do they give to?

What else would we like to know?

# Segment & Target

Repeat donors

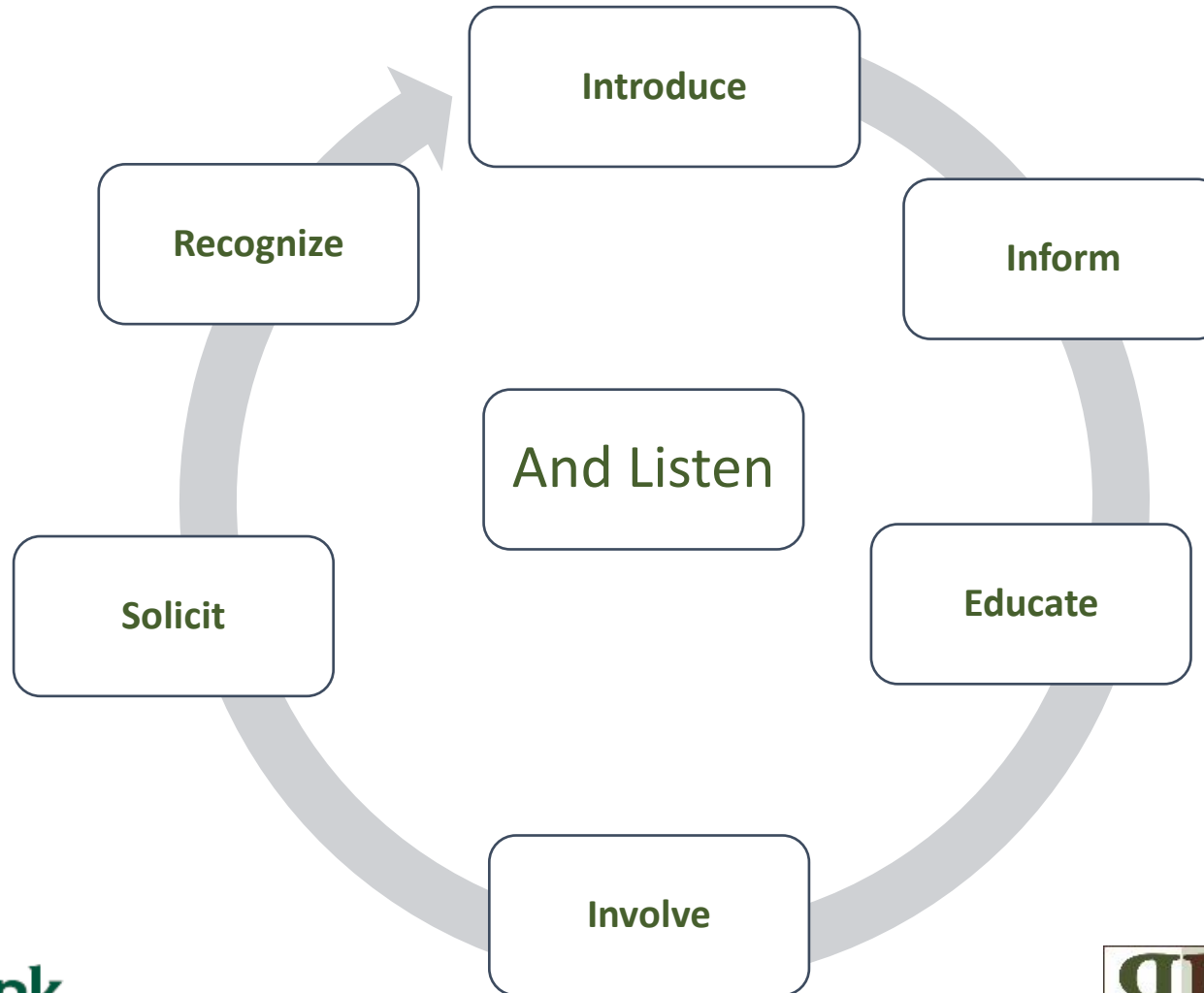
Lybunts, Sybunts

Geographic

Areas of interest

Other?

# Cultivation & Solicitation Cycle



# Listening? Ask them:

What they think

What they like

What they wish to know more about

How often they'd like to hear from you

Why they give to you

What other organizations they support, and why

# The Ask: Solicitation

Personal

Relational

Emotional

Conversational . . . Listen

*PGTPFP*

The “New Normal”: *What will it be?*

The motivation to give: *It hasn't really changed*

Remember: PGTPFP

People Give to People for People



The “New Normal”: *What will it be?*

The motivation to give: *It hasn't really changed.*

And if you remember nothing else, remember:

**PGTPFP™** | *People give to people for people.*

*Thank you for your attention and participation!*

**Rick Blain, CFRE**



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