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

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“I Hate To Ask People For Money”

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

PGTP 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

- Introduce
- Inform
- Educate
- Involve
- Solicit
- Recognize
- And Listen
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

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RRBA
RICHARD R. BLAIN & ASSOCIATES, LLC
consultants in philanthropy
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!

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