



# **The Art of the Ask In This Digital Age**

**Rick Blain, CFRE**



# Let's Talk About . . .

- Understanding why people give
- Preparing for the Ask
- Cultivation and solicitation
- Importance of “*listening*”
- Developing donor relations
- Art of the Ask
- And . . .

# *Four Common Fears in Asking For Money*

- Rejection
- Embarrassment
- Failure
- Mandatory Reciprocity
- Other?

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

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# *So what motivates one to give?*

- Case for support
- Benefits & Beneficiaries
- The ASK

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# *So Why do they give?*

- All good fundraising is personal
- It's relational

# *Personal & Relational*

- In-person
- Direct mail
- Electronic mail
- Social media (the essence of it)

*We can do this with each of these solicitation methods . . . Can't we?*

# *The Decision to Give*

**Emotion vs. Intellect**

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"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?*

# *The Decision to Give*

- Personal
- Relational
- Emotional

*The “TP” and the “FP”*

# *Knowing Your “Rights”*

- The Right Person(s)
- Asking the Right Person(s)
- For the Right Gift
- At the Right Time
- For the Right Purpose

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# *I Hate To Ask People For Money*

But I Love To Ask Them To Do  
Something Important With Their Money.

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# What's the Most Effective?

- In-Person but we can't reach everyone in this manner . . . Correct?
- Direct mail
- Electronic mail
- Social media

*It's not an either or . . .*

# Segment & Target

How?

# Matures (**Born 1945 and earlier**)

- Represents about 25% of total giving in the U.S.
- Tend to support a few charities and remain loyal to them through their lifetimes.
- Generally respond best to direct mail and in-person fundraising.

Credits: Blackbaud's Next Generation of Giving Report

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# Boomers (Born 1946-1964)

- Enjoy serving in volunteer leadership roles.
- Make up 34% of donors and give 43% of all money contributed by individuals.
- Represents the largest donor group for the foreseeable future.
- Direct mail and online giving are preferred ways of supporting organizations.
- Also tend to like multi-year payment structures.

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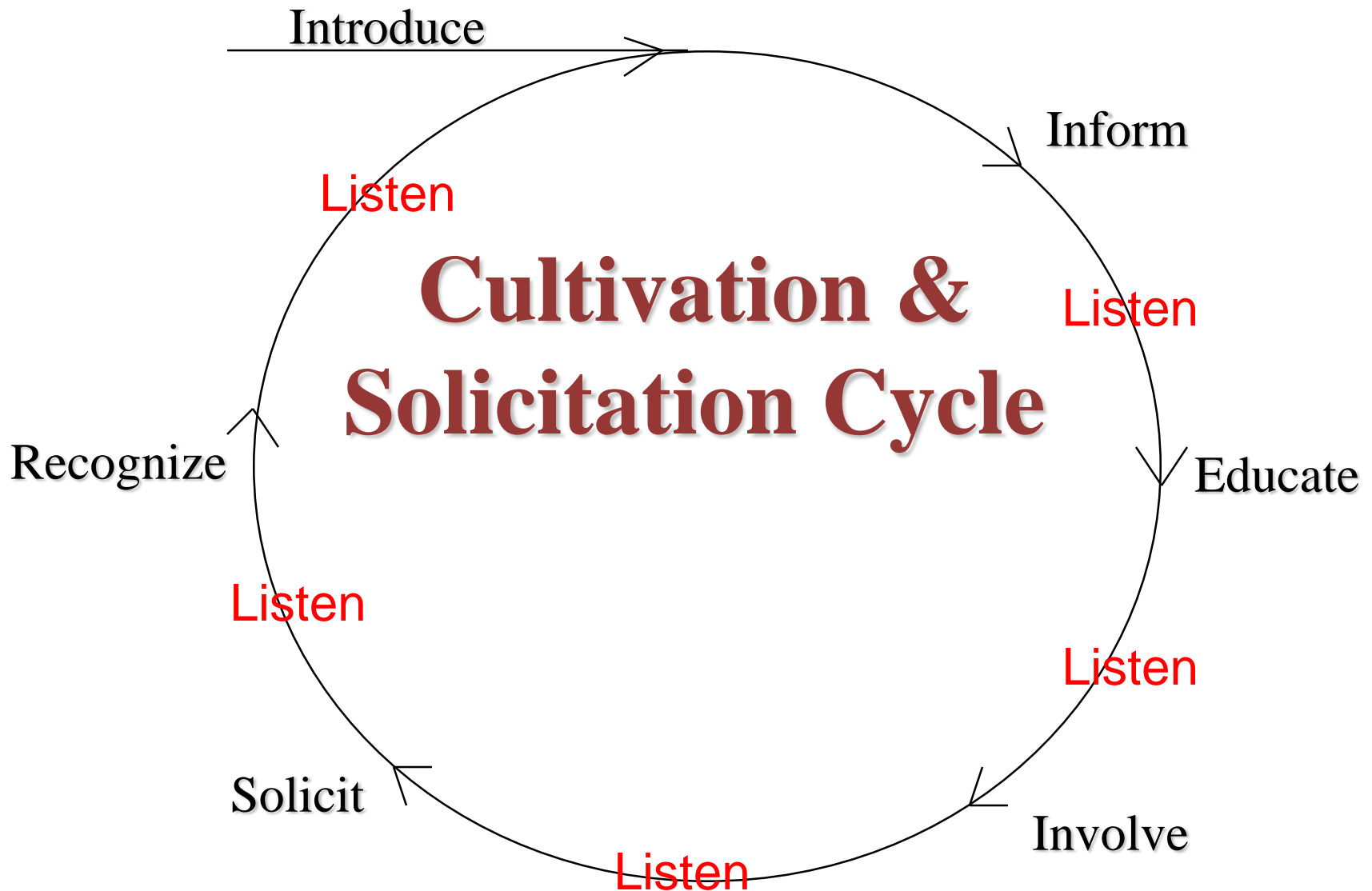
# Generation X (Born 1965-1980)

- Likes to give if it's made easy for them. So, offering multi-channel fundraising opportunities is key.
- Many also support organizations through workplace giving.
- Want to see facts about the return on their gifts and an organization's results.

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# Millennials (Born 1981-1995)

- Act impulsively both in determining to whom and how much to give and in ways to volunteer.
- According to the 2012 Millennial Impact Report 42% chose to donate to “whatever inspired them at the *moment*.”
- Giving is generally focused on a cause or issue rather than a specific charity.
- Technology is preferred communication method. Give via mobile devices or online giving sites and promote their support of and involvement with charities through social media.



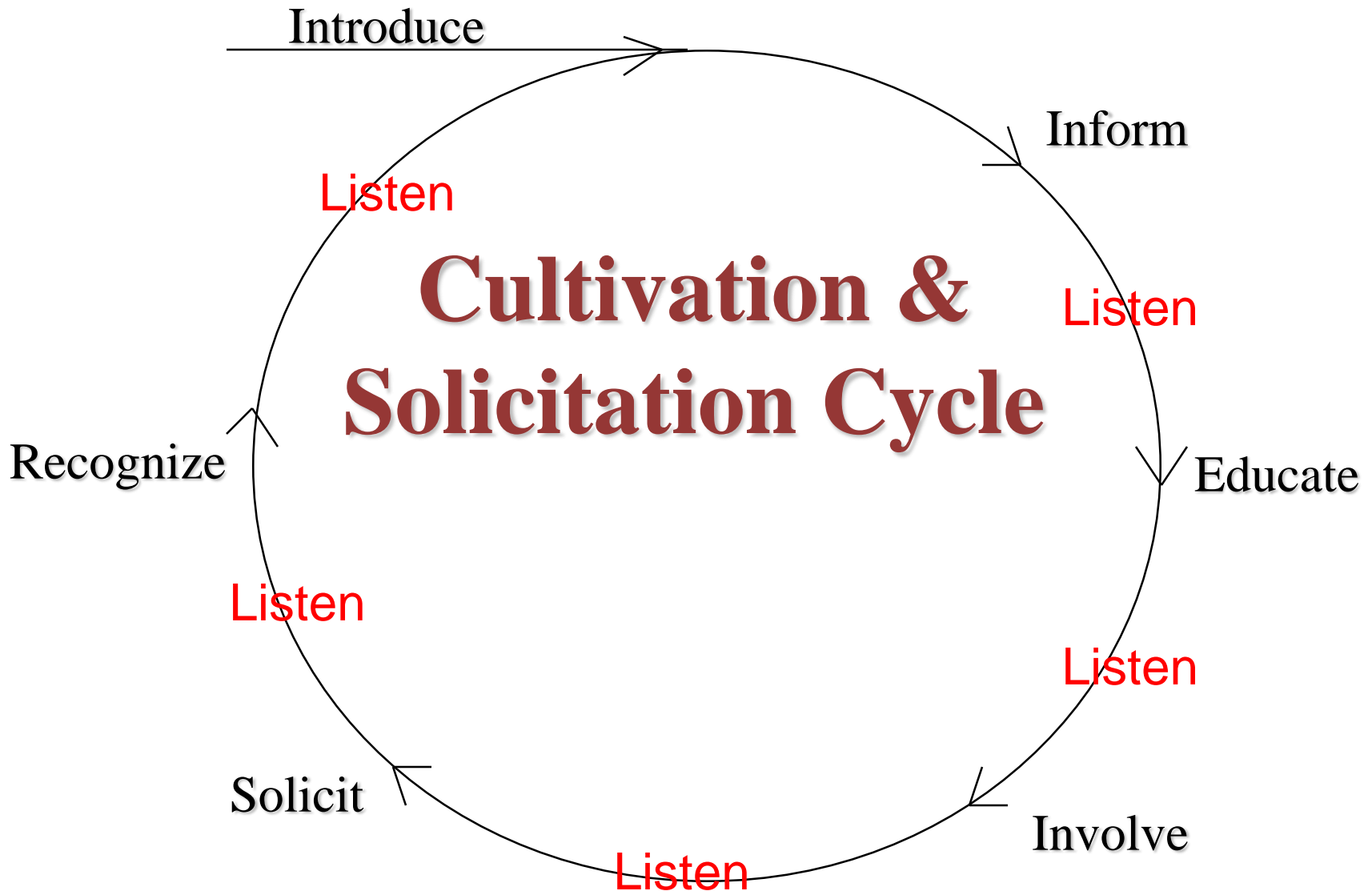
# Listen?

- In person certainly, but with direct mail and email?
- So . . . Ask Them . . .
- What they think
- What they like
- What they wish to know more about . . .

# The Ask

- Personal
- Relational
- Emotional
- Conversational

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# What's the Most Effective?

- Let's not forget . . . In Person
- Even though it takes more effort

*But you don't have the time . . . Correct?*



# *The Art of the Ask*

- Listen . . . It's most important
- 48 Hours: 75% of what they said & 37% of what you said
- So Ask
- Listen. . . Listen . . . Listen

# *Common Responses In Conversation*

- Yes. I'd like to help.
- That's more than I can do.
- I'll have to discuss it with my . . .
- I'll need to think about it.
- I can't help you at this time.
- No. I'm not going to be able to give.

# Remember Dr. Maya Angelou

"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."

*If you remember nothing else . . .*

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Thank you for your attention and participation.

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