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

PGTPFP™
"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 Millenial 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.
Cultivation & Solicitation Cycle

- Introduce
- Inform
- Educate
- Involve
- Solicit
- Recognize
- Listen
- Listen
- Listen
- Listen
- Listen
- Listen
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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Cultivation & Solicitation Cycle

Introduce

Inform

Educate

Involve

Solicit

Recognize

Listen

Listen

Listen
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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