

## Steps of a Successful Ask

Watch the "How to Ask" video on our website at [mkegiving.org](http://mkegiving.org).

- 1. Set the example**
  - Make your pledge first and then ask the same of the leadership in your organization.
- 2. Be knowledgeable**
  - Review the materials in advance.
- 3. Formulate a plan**
  - Start the discussion on a positive, friendly note.
  - Explain the purpose of the visit.
  - Find out what he or she knows about the campaign.
  - Tailor the approach to each individual.
  - Utilize an agency speaker and/or employee testimonial at a meeting to share a story of how one of the organizations directly helped a member of the community.
- 4. Ask for the pledge**
  - Ask each person. Many do not consider an email or meeting as a personal ask. Exercise your judgment.
  - With new givers, ask for a first time gift.
  - For annual givers, thank them for past support and encourage an increased gift.
  - Remember you are not asking for yourself. You are asking for someone who needs help.
- 5. Answer questions and handle concerns**
  - Know your materials and answer questions honestly.
  - If you do not know the answer to a question, let the donor know you will find out. Ask a board member for clarification.
  - Recognize that some donors have real concerns. People have a right to give or not to give.
  - Do not argue. Still, help dispel any misconceptions.
  - Do not take a "no" personally.
- 6. Say thank you**
  - Regardless of what the donor decides, say thank you.