



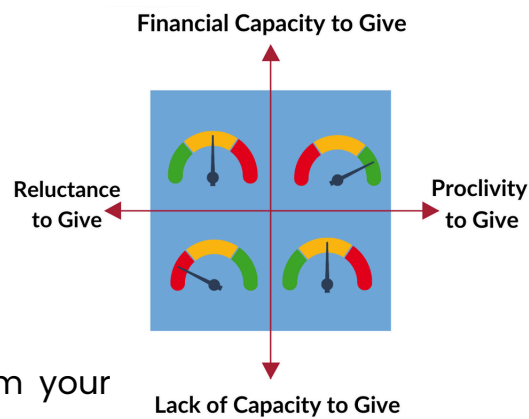
MASTERING THE ASK: STRATEGIES FOR SECURING MAJOR GIFTS FROM DONORS AND PROSPECTS

Identify & Prioritize Your Prospects

- Fundraising is not always *fair or equitable*.
- Focus the most time and resources on those with the proclivity and financial capacity to give.

Meet Prospects Where They Are

- The prospects current level of engagement should inform your approach.
- Get to know what facets of the mission are most important to them and identify opportunities to engage. For example, invite them to an exclusive tour of your facilities.
- Keep in mind, it may take 18 months or more for 'new' prospects to give so balance your pipelines with focus on prospects at different stages.



Listen Before Making the Ask

- Once you have established the prospect's interest in a particular item, craft an ask with a **specific** amount and tangible item to support.
- If you are not in a campaign, identify 2 or 3 things to fund and propose an initial offer to support. For example, "Would you consider a \$25,000 donation to support a new tennis facility?"
- A specific ask opens the conversation and allows you to get additional information.

Follow Through

- If the donor replies with hesitation, diagnose the issue (wrong amount, wrong support, wrong time) and offer alternative ways to support.
- Establish processes to prioritize stewardship of these donors and engage them with the thing that their gift helped make possible.

