Learn to reach your fundraising goals faster!

PRESENTS

THE ASKING CONVERSATION

with Andrea Kihlstedt

#npapresents
The Asking Conversation

What to Say When You Ask for Money (and when to say it)

by Andrea Kihlstedt
Lizard Brain
Lion Heart
A Delicate Balance
The Asking Process

Select prospects
Prepare to meet
Schedule meeting
Meet
Follow through

1  2  3  4  5
SETTING UP THE VISIT

- Letter or email
- Then call to schedule
- Handle objections
- Persist!
- Confirm time and location
HANDLING OBJECTIONS

- No time
- Too busy
- No need to meet
- I’ll send a check
- Other expenses
- Not interested
GENTLE PERSUASION
The 3 F’s: Feel, Felt, Found

FEEL: I understand how you feel
FELT: I’ve felt that too
FOUND: But I’ve found that…
THE MEETING
Asking is an *Intentional* Conversation.
A 6-Part Pattern for Intentional Conversations

- Settle
- Confirm
- Explore
- Ask
- Explore
- Confirm

SETTLE
CONFIRM
EXPLORE
ASK
EXPLORE
CONFIRM
You are both conductor and participant.
SETTLE
Small talk until everyone’s attention is fully in the room.
SETTLE
Small talk until everyone’s attention is fully in the room.

Shall we get to work?
CONFIRM
1. Purpose of visit
2. Amount of time
May I ask you some questions?

CONFIRM
1. Purpose of visit
2. Amount of time
EXPLORE
intersecting interests between
the donor and the organization
This might interest you.

EXPLORE intersecting interests between the donor and the organization.
ASK
Grows out of donor’s interests
Would you consider a gift of $______?

ASK
Grows out of donor’s interests
EXPLORE
Discuss the possibility and terms of a gift.
EXPLORE
Discuss the possibility and terms of a gift.

Let’s summarize and review next steps.
CONFIRM
Restate agreement and clarify next steps.
ROLES
Solicitor/Prospective Donor

SETTLE
CONFIRM
EXPLORE
ASK
EXPLORE
CONFIRM

50/50
25/75
100/0
50/50
90/10
90/10
TIMING
(very) approximate

- SETTLE: 5-10 minutes
- EXPLORE (1): 15-20 minutes
- EXPLORE (2): 2-3 minutes
- ASK: 2-3 minutes
- CONFIRM (1): 15-20 minutes
- CONFIRM (2): 3-5 minutes
- EXPLORE (3): 2-3 minutes
- EXPLORE (4): 15-20 minutes
- CONFIRM (3): 3-5 minutes
- SETTLE: 5-10 minutes
Want to go out to dinner?

Try an INTENTIONAL conversation.
Asking as an Intentional Conversation
GET CURIOUS!
Become a Sounding Board
Shift the Balance

![Diagram showing a balance scale with a brain and a heart on either side. The brain is weighted more towards the left, indicating a shift in balance towards the intellectual aspect.](image-url)
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