

MID-MARCH 2007 Face-to-Face Asking for Support

*on-the-***go!**
e-TA

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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Asking” Colleague,

Asking for money face-to-face is the most effective way to bring in support for your program. In this issue of On-the-Go eTA you will learn how to prepare yourself and others to ask for a major gift. Read below to learn about:

- Attitude Adjustment
- The Ideal Volunteer Solicitor
- The 15 Most Common Errors Made when Asking for Money

Also included is a downloadable Visit Planning Grid to use with your volunteers when it is time to make a face-to-face ask for money.

Do you have questions about face-to-face asking? Any other needs? Contact us through LEADline@CampaignConsultation.com. Access previous issues of On-the-Go eTA by clicking on the title at the right.

Solicitation Attitude Adjustment

When it comes to talking about money, many of us learned it was a taboo subject. People get uncomfortable when it comes time to ask someone face-to-face if they will give money to support a program's needs. Use the following concepts to help you model a confident solicitation attitude for your volunteer leaders. Remember, that asking face-to-face on behalf of

- Provides others with opportunities to enhance the quality of life—it's not begging.
- Demonstrates voluntary commitment to a cause in which you and others believe—it's not asking for yourself.
- Depends upon you and volunteers own personal giving to successfully attract other major gifts—you have to give to get.

IN THIS ISSUE:

click on titles below to read full articles

[Attitude Adjustment](#)

[The Ideal Volunteer Solicitor](#)

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Upcoming Training

Upcoming CNCS/Resource & Fund Development Initiative Offerings:

Resources Now!

National Institute:

Fundraising training and coaching opportunities offered over 3 days.

Next in **San Francisco, CA, May 22-24!**

NOTICE-Registration Deadline-April 23!!

[View brochure](#)

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You are invited to attend the CNCS Resources Now! National Institute in San Francisco, California from May 22 to 24, 2007 to learn skills and strategies for advancing national and community service

- Demands determination in understanding that only 1 in an average of 8 asks will say yes—it's not getting discouraged by the no's.
- Promotes wellbeing ... people actually feel good when they give money. According to preliminary research at the National Institute of Neurological Disorders and Stroke (December 27, 2006 issue of the Chronicle of Philanthropy), the mesolimbic and the subgenual areas of the brain are pleasurable activated by donating. Dr. Jorge Moll, a Brazilian neurologist states:

“...Something in our brains shaped by evolution allows us to feel joy when we do good things. It is a biological force and we should not ignore it in promoting social welfare.”

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The Ideal Volunteer Solicitor

Volunteers are critical partners on the fundraising call since they are usually peers to the prospect. Volunteer presence also lends additional credibility since they have nothing to gain from the solicitation. Paid staff making the call without volunteers can be perceived as presenting a conflict of interest and may be less successful in reaching the solicitation goal.

Fundraising volunteers should usually be accompanied by leadership staff to provide any requested on-the-ground project information and details about finances. Donors want to know who will be responsible for their gift and its achieving the desired purpose.

[Click here to discover the qualities that make an ideal volunteer solicitor.](#)

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The 15 Most Common Errors Made in Soliciting a Major Gift Face-to-Face

Sometimes people, when they are nervous, think that if they just keep talking, something they say will be the right thing. It just isn't so. Here are 15 solicitation errors to avoid so you can make the most successful solicitation possible.

initiatives.

During the three day training, each participant selects 4 out of 16 comprehensive workshops and coaching sessions related to: Individual Giving, Business Giving/Partnership, Uncovering the Resources in Your Community and Asking Clinics. Every participant walks away with practical materials from all workshops.

For more information, call Campaign Consultation, Inc. toll free 1.877.243.2253 x37, email [Laura Cook](#) or [Register Online](#)

Sponsored by the Corporation for National and Community Service (CNCS), the Resources Now! National Institute is designed, developed, and facilitated by Campaign Consultation, Inc. - the training and technical assistance provider for CNCS and its Resource & Fund Development

“He who is afraid of asking is ashamed of learning.”

Danish proverb

1. Talking too much and not listening
2. Neglecting to engage the prospect – i.e., “Am I being clear? Do you have any questions?”, etc.
3. Ignoring relationship building prior to solicitation
4. Taking a research shortcut and not knowing about the prospect before the solicitation
5. Not being flexible, devoid of alternative support ideas
6. Staying too organization-focused rather than discussing client benefit, community and prospect impact
7. Forgetting to ask for the gift
8. Continuing to speak rather than staying silent after the Ask
9. Not requesting a large enough gift
10. Asking for the gift too soon
11. Accepting a significantly reduced gift from the requested amount
12. Not having prearranged solicitation team signals
13. Allowing the conversation to move on without summarizing follow-up actions needed
14. Sending untrained solicitors out on the call without adequate practice and preparation
15. Not reaching agreement on something

Other?

Adapted from The Public Management Institute (Conrad, 1978)

Careful pre-planning before a visit will make you and your volunteers more comfortable making a face-to face ask and will result in better results. [Click here to download a Visit Planning Grid to use with your fundraising volunteer before you actually make a visit.](#)

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Let us know

Do you have insights to share about asking for funds face-to-face?

Contact us at LEADline@CampaignConsultation.com (LEADline is a service of Campaign Consultation, Inc., a national provider of training and technical assistance for the Corporation for National and Community Service.) We would be happy to answer questions or to give you more

Share Square

Facts for your fundraising volunteers to know

The first step for a successful solicitation team is to each make their own personal gift. Volunteers who have made a personal commitment will be more confident asking their peers to at least match their giving level.

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[Workshops &](#)

support.

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Details from above:

The ideal volunteer solicitor... (cont.)

- Donates multiple personal gifts and increases annual giving level each year
- Makes gifts at the level being asked
- Attends one or more activities, benefits, or special events
- Brings friends to activities, benefits or special events
- Identifies a friend who want to know about the organization or who wants to give
- Is a volunteer leader for the organization
- Performs a fundraising assignment for another organization
- Is recommended by an advisory, board, donor or staff member
- Is available for practice sessions in asking for your mission and willing to make personal calls.

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Resources

National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2006.

Support Center for Nonprofit Management at <http://www.supportctr.org>

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Learning Products and Services

LEADline:

(*Learning Experiences At a Distance*) LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

Contact us

LEADline@CampaignConsultation.com

GIZMOs:

(*Giving Information for Zooming Money Objectives*) Gizmos are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-Roms, games, etc. They feature a myriad of fundraising topics such as **The Power of Direct Mail**, an interactive cd-rom and detailed companion booklet on developing your direct mail program.

To order, contact us through

LEADline@CampaignConsultation.com

or call 410.243.7979

or toll free at 1.877.243.2253

For more information:

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[Gizmo Presentation](#)

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The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour clinic for those interested in mastering key skills need to write for individual donors.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center, [Click Here](#)

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Tell Us!

Let us know by contacting us through LEADline@CampaignConsultation.com

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- [February, 2007 Stop-gap Funding](#)
- [Mid-January, 2007 Branding for Nonprofits](#)
- [December 2006 Baby Boomers](#)
- [Mid-November 2006 Thank You and Recognition](#)
- [November 2006 Finding the Right Foundation](#)
- [October 2006 Corporate Partners](#)
- [Mid-September 2006 Direct Mail](#)
- [September 2006 Fundraising Events](#)
- [Mid-August 2006 Volunteer Fundraisers](#)
- [August 2006 Reach Out and Touch Communication](#)
- [Mid-July 2006 Disaster Fundraising](#)
- [July 2006 Ask Major Donors](#)
- [Mid-June 2006 Plan Your Fundraising Year](#)
- [June 2006 Individual Donors](#)