

YEAH, BUT...*

DESCRIPTION

Think of someone you could ask to contribute \$1,000 to your nonprofit.

Get out your cell phone. Look up their number. Hit dial. When they answer, ask them.

Stop. Relax. Don't make that call.

Look inside yourself. How did you feel? Were you ready to ask? Probably not. What was your first hesitation? If you're like most of my clients, you thought, "Yeah, I want someone to give \$1,000 to my nonprofit *but...*"

Use this page to write down your "Yeah, buts..."

All of them.

EXAMPLES: Common "Yeah...Buts"

"They'll reject me."

"I'll fail."

"They'll think I am using them for their money and won't like me."

"If I put my friend in a socially awkward situation, they won't be my friend anymore."

"They should just *want* to give. If they don't want to, and I ask, they'll think I'm pushy."

"I'd rather ask in writing. I feel uncomfortable asking in person and will blow it."

"I need to know all the facts before I ask. Otherwise, I might look stupid."

"I just don't know what to say. If I ask, they will think I'm clumsy and insensitive."

"Can't someone else ask? I'm not the right person for the job."

"I never asked before, and won't be good at it, so I'll do it badly."

"We are receiving enough donations without me asking."

"Now isn't a good time to ask. They'll think me thoughtless if I ask now."

"People have enough going on. I don't want to bother them and make them think I'm annoying."

"I don't know what to do if I am rejected. I'm afraid."

"I haven't given a lot of money, so asking for big gifts feels wrong. They might ask me to give as much to their cause, and because I can't I'll be humiliated."

"They just gave money; I don't want to seem pushy."

"I tried asking before and it went terribly. I can't risk ruining my relationships."

"I don't like the way my nonprofit asks for donations - it feels fake and not personal."

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val@vmja.com | www.vmja.com | (610) 565-1352