

FUNDRAISING ASKING SCRIPT*

DESCRIPTION

Getting ready to ask is much like preparing to call for the appointment. Review the donor/prospect's file and the materials about your nonprofit.

Use this template to create an asking script that feels authentic to you and your nonprofit.

TEMPLATE: Asking Script

Opening

- Remind them why you're meeting.
- Confirm how much time you have.
- Catch up personally/socially. (briefly)
- Share your motivation/involvement. (briefly)

Transition Question. *Such as, "So, what sparked your interest in XYZ Nonprofit?"*

Discuss your nonprofit

- Listen to your donor/prospect's response.
- Note any comments that relate to what you're pitching.
- Summarize the situation.

1. *First point*
Listen to their response.
2. *Second point*
Listen to their response.
3. *Third point*
Listen to their response.

Transition Question: *Such as, "Do you have any questions about XYZ Nonprofit?"*
Listen.

Ask for the Gift

Transition Question:

Donors-Thank them for past support, remind them of their impact, and invite them to join you by considering a gift of Or by considering a gift in the range of...

Prospects-Remind them of the impact they can make and invite them to join you by considering a gift of ... or by considering a gift in the range of...

Listen to their response.

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Valerie M. Jones Associates
Consultants in Philanthropy

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TEMPLATE: Asking Script, *Continued*

Their Decision

Yes: Listen. Thank them. If appropriate, have them fill out the pledge form. Invite them to our next event. Confirm any next steps.

Maybe: Listen. Try to learn what's needed to make a decision and help them do so if possible. If still unresolved, list next steps and set a time to follow-up.

No: Listen to hear why. Let them talk. If they want to help, offer ways to overcome perceived barriers, such as timing. If it's a clear and definite no, tell them you're always trying to improve and ask them if there's anything you or your nonprofit could do to win their support. Invite them to help in other ways, volunteering, social media, etc. Thank them for their honesty and time, reiterate next steps, if any.

Transition Question: Whatever their decision, repeat it back to them and ask, "*Have I understood you correctly?*"

Listen. Hopefully, you're on the same page. If not, get clarity.

Next Steps, Closure and Follow-Up

Transition Question: "*Is there anything more I can do or answer for you before I go?*"

Listen.

If they raise any new issues, address them if you can.

Confirm next steps.

Thank them again for their time/support.

Personal chit-chat to close out the visit, such as, "*Tell Barbara I'm sorry I missed her.*" Or, "*Let us know if you can come to the beach house next week.*"

Farewell.

Post visit

If you got a gift or pledge, give it to your nonprofit asap.

Write your donor a thank you email or note summarizing the meeting.

Copy or re-send to your development office.

Complete any promised tasks, such as sending info, tickets, etc.

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