



Brian Saber | © Copyright 2019

Asking Styles Revolutionize Your Fundraising



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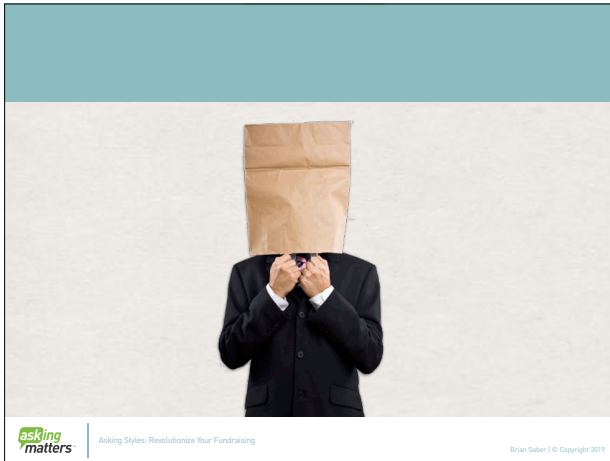
presented by

Brian Saber
president,
asking matters



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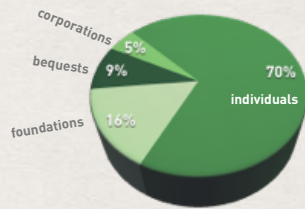






why ask

2017 charitable giving



Source: Giving USA

why ask

**if you're not asking
for them....**

...someone else is

why ask

5% cash

why ask

once people commit to
legacy gifts **they give more**
in annual gifts

why ask

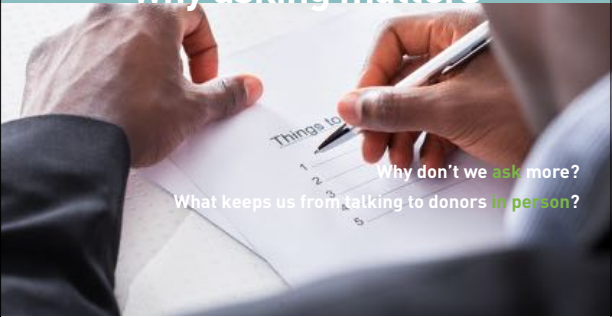
if we don't ask, even if they
give **it may well be modest**
relative to capacity

why asking matters



exercise

why asking matters




Why don't we ask more?

What keeps us from talking to donors in person?

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Many ways to be effective

Many ways to ask

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how do you interact with people?

extrovert = derive energy from others | talk to think

introvert = derive energy from oneself | think to talk

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how do you take in information?

analytic = inductive fact-oriented
data to idea

intuitive = deductive idea-oriented
idea to data

asking styles

fact based
goal oriented
strategic
competitive
driven



rainmaker

EXTROVERT



go-getter

big picture
high energy
creative
quick
engaging

ANALYTIC

INTUITIVE

detailed
thorough
methodical
responsible
observant



mission
controller

INTROVERT



kindred
spirit

feelings oriented
attentive
caring
thoughtful
selfless

asking styles

The diagram is a 2x2 matrix with a central cross. The vertical axis is labeled 'EXTROVERT' at the top and 'INTROVERT' at the bottom. The horizontal axis is labeled 'ANALYTIC' on the left and 'INTUITIVE' on the right. Each of the four quadrants contains a green square with a white icon and text. The top-left quadrant (Extrovert/Analytic) has an icon of a person with a backpack and the text 'rainmaker', with the question 'what's the goal?' to its left. The top-right quadrant (Extrovert/Intuitive) has an icon of a person running and the text 'go-getter', with the question 'what's the opportunity?' to its right. The bottom-left quadrant (Introvert/Analytic) has an icon of a person with a rocket and the text 'mission controller', with the question 'what's the plan?' to its left. The bottom-right quadrant (Introvert/Intuitive) has an icon of hands holding a heart and the text 'kindred spirit', with the question 'what's moves my heart?' to its right.

	ANALYTIC	INTUITIVE
EXTROVERT	 rainmaker what's the goal?	 go-getter what's the opportunity?
INTROVERT	 mission controller what's the plan?	 kindred spirit what's moves my heart?

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[illegible]

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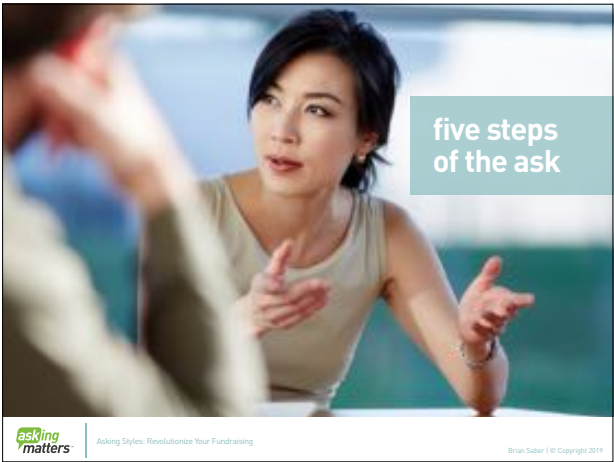
↓

not more effective

not less effective

just different

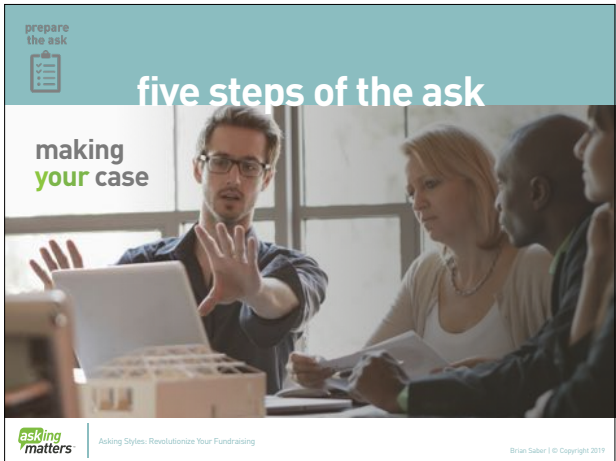












prepare the ask

five steps of the ask

a compelling set of ideas
crafted into a story
that moves the teller
and the listener

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prepare the ask

five steps of the ask

what's the goal?

rainmaker

what's the opportunity?

go-getter

ANALYTIC

INTUITIVE

what's the plan?

mission controller

what moves my heart?

kindred spirit

EXTROVERT

INTROVERT

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prepare the ask

five steps of the ask

facts & figures
outcomes & goals
strategies
goal stories

rainmaker

big picture
vision
possibilities
opportunity stories

go-getter

ANALYTIC

INTUITIVE

methods
systems
plans
plan stories

mission controller

mission
participant stories
your own stories
heart stories

kindred spirit

EXTROVERT

INTROVERT

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prepare
the ask



five steps of the ask

partnering

staff & volunteer

program and fundraising staff

two fundraising staff

two volunteers




asking
matters

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prepare
the ask



five steps of the ask


rainmaker


go-getter


mission controller


kindred spirit

EXTROVERT

INTROVERT

ANALYTIC

INTUITIVE

asking
matters

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five steps of the ask

select prospects



prepare the ask



set up the meeting



ask for the gift



follow through



asking
matters

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set up the meeting

five steps of the ask

communication

asking matters

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set up the meeting

five steps of the ask

rainmaker

go-getter

ANALYTIC

INTUITIVE

mission controller

kindred spirit

INTROVERT

EXTROVERT

very strategic
phone or email
follow-up email/note

spur of the moment
most likely phone
follow-up email/note

more formal/detailed
letter or email
follow-up call

letter or email
follow-up call to letter
early in day or week

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select prospects

prepare the ask

set up the meeting

ask for the gift

follow through

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five steps of the ask

fact based goal oriented strategic competitive driven	 rainmaker	EXTROVERT	 go-getter	big picture high energy creative quick engaging
ANALYTIC		INTUITIVE		
detailed thorough methodical responsible observant	 mission controller	INTROVERT	 kindred spirit	feelings oriented attentive caring thoughtful selfless

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ask for the gift



five steps of the ask



would you consider including the JCC in your estate plans?

ASK

EXPLORE

CONFIRM

SETTLE

EXPLORE

CONFIRM

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five steps of the ask



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five steps of the ask



challenging
want to use all the
convincing facts

rainmaker

EXTROVERT

go-getter

hardest
tendency to go on
won't like the silence

ANALYTIC

INTUITIVE

easiest
glad to sit back
and observe

mission
controller

INTROVERT

kindred
spirit

easier
glad to have it over
might go on due
to anxiety

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