

The Gift of Asking – Facilitators Guide

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Read the quotes to the group and ask participants to select a quote that resonates with them. Have the group share what it means to them and how it relates to The Gift of Asking (use page 1 of “The Gift of Asking” module, created by DFI and the Ringel Group).

"Justice (tzedek), justice shall you pursue, in order that you may live and inherit the land that Hashem your God has given to you."

- Deuteronomy 16:20

"Happy are those who act justly, who do righteousness (tzedakah) at all times."

- Psalms 106:3

"Nothing in life just happens. It isn't enough to believe in something; you have to have the stamina to meet obstacles and overcome them to struggle."

- Golda Meir

"A person who runs to do just, good and kind deeds attains life, success and honor."

- Proverbs 21:21

"Just as a person lights one candle from another and the original flame is not diminished, so too, we are never lessened when we pass on our eternal 'flame' to another person."

- Numbers Rabbah 13:19

"Those who turn the many to tzedakah shall shine like the stars."

- Daniel 12:3

"If a person convinces another person to give, their reward is greater than when they give on their own."

- Shulchan Aruch, YD 249:7

THE JOY OF GIVING

As the facilitator, ask your participants why they give and discuss the quotes listed below: (use page 2 from “The Gift of Asking” module created by DFI and the Ringel group).

“Even a person who earns his living from *tzedakah* is required to give *tzedakah* to another person.”

- [Rambam, Mishneh Torah, Matanot Aniyim 7:5 and elsewhere

“There are four types of people:

One who says, ‘What is mine is mine, and what is yours is yours’ is the average type, and some say this is a Sodom-type.

One who says, ‘What is mine is yours, and what is yours is mine’ is an *am haaretz* (ignorant, simpleton);

And one who says ‘What is yours is mine, and what is mine is mine’ is wicked.”

- [Proverbs 21:21]

STEPS TO A SUCCESSFUL SOLICITATION:

Since we can’t meet with all of our donors personally, it is also important to have effective telephone solicitation skills...much of the conversation is similar to what we do in face-to-face, but were limited to the other end of the phone line (use page 3 & 4 from “The Gift of Asking” module created by DFI and the Ringel group).

PREPARE YOURSELF

As the facilitator, make sure your solicitors understand the importance of preparing for their solicitations (use page 7 from “The Gift of Asking” module created by DFI and the Ringel group) to discuss the importance of preparing yourself to know about your donor before you meet in person. Use the space on the module to write down what you should know about the donor before you meet.

1. Begin by increasing your own gift. We can’t expect other people to give more if we haven’t. Be motivated to discuss YOUR story – why you are motivated to give your time and money
2. Research the donors interest and past giving history
3. Know the communities needs and priorities
4. Know the tried and true process (preparation, open, presentation, the ask)

OPEN (establish Rappaport)

1. Identify yourself as a volunteer
2. Personalize, make the prospect feel good example.) Sarah – you are so committed and involved. I want to talk to you and get to know you better. Another example.) Joseph – I chose your card on purpose because you are so generous, you are so devoted to your community and you do so much for so many.

PRESENTATION:

1. Ask open ended questions to learn more about your prospect (why are you involved, what makes you give every year?)
2. Make sure to LISTEN to your donor. LISTENING creates the best relationships
3. Make the ask PERSONAL. Example.) I promised myself I would see five generous contributors. It would mean so much to me to meet with someone like you. I could truly appreciate 15 minutes of your time as a favor to me. Another example.) Present two already picked times you can meet. “Would Tuesday at 8am at Dunkin Donuts be good, or Wednesday at 12pm for lunch be better?”

THE ASK:

1. If you don't ask, you won't get
2. It's not about the money, it's about what the money can do for the community.
3. Use words such as "consider a gift of, this gift will be benefiting..."

NEGOTIATIONS:

1. Objections can be useful to continue dialogue here are some helpful strategies to help general objections
 - Listen carefully to the donor. If you want to try to turn the situation around, you have to know the source of the concern.
 - Respond to every issue the donor raises. Be honest. If you don't have an answer, say so. And then send the donor appropriate information as soon as you can.
 - Restate the issue prior to responding. This will test whether or not you accurately understand the real concern and show that you were listening.
 - Don't argue. The best thing to do is to listen attentively and then respond honestly, with relevant facts.
 - Don't rush. A donor may be saying no simply because he or she isn't ready to say yes. He or she may not be ready to end the conversation.
 - Don't take objections personally. They are part of every solicitation.
 - Do your best to leave a good impression. Three months later the donor won't remember every word you said or if you responded perfectly to each concern. The donor will remember you made he or she feel.

CLOSE AND FOLLOW UP

At the end of the meeting, you want to leave the donor with the feeling that he or she has done something good.

1. Thank the donor on behalf of the organization and the community. Reiterate the benefits of a gift.
"Your gift of \$_____ is going to mean so much to (donor's area of interest)."
2. Agree on the next step: the payment schedule (i.e. monthly, quarterly, annually).
3. Suggest other ways that they can be involved in the community. A donor's contribution can be doubled through his or her involvement as a volunteer leader.
4. Ask the donor if he or she knows anyone else who would like to be involved.
5. Invite them for a visit if they haven't been to your agency.
6. Thank the donor again for his or her time and donation.
7. If possible, leave your card, an event flyer or some agency-related information.

Follow-up: send a short, handwritten note:

- First and foremost, thank the donor for his or her gift.
- Show how his/her gift encourages the agency and the community.
- Let him or her how other donors are responding; and report on campaign increases.
- Suggest the donor recommend someone else who might be interested in giving or getting involved.