

The Gift of *Asking*

“Those who turn the many to *Tzedakah* shall shine like the stars”

– Daniel 12:3

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The Gift of Asking

“ **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]

“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]

“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]

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

[Psalms 106:3]

תהילים קו:ג אשרי שמרי משפט; עשה צדקה בכל-עת.

“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]

דברים פרק טז:כ צדק צדק תרדף; למען תחיה וירשת את-הארץ אשר-ה' אלהיך נתן לך.

“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]

ואפילו עני המתפרנס מן הצדקה, חייב ליתן צדקה לאחר.

“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]

אבות היג ארבע מידות באדם: האומר שלי שלי, ושליך שליך--זו מידה בינונית; ויש אומרים, זו מידת סדום. שלי שליך, ושליך שלי--עם הארץ. שלי שליך, ושליך שליך--חסיד. שלי שלי, ושלי

- Start with yourself
- Before you begin asking others for their gifts, consider why you give and be able to tell your own story:
 - › How have you benefited from the community?
 - › What sparked your involvement?
- Face-to-face when possible because
 - › It is an opportunity to create a relationship
 - › Better results are achieved
 - › Your passion will come through

The Solicitation “Tried and True” Process

1. Preparation

- › Research the donor’s interests and past giving
- › Know the community’s needs and priorities
- › Know the Tried and True process

2. Open

- › Identify yourself as a volunteer
- › Personalize, make the prospect feel good

3. Presentation

- › Ask open ended questions to learn more about the prospect
- › Why are you involved in the Jewish community?
- › What makes you a giver year after year?
- › How do you manage to find time to do everything that you do?
- › Listening is the key to donor relationships

4. The Ask

- › You are one Jew, talking to another Jew on behalf of a third Jew who can’t speak for her/himself
- › It’s not about the money; it’s about what the money can do
- › If you don’t ask, you don’t get!
- › Use words such as:
 - On behalf of... (Making it clear you are asking for the community, for people in need)
 - Consider a gift of... (Communicating that this is something meaningful, something to think about)

5. Negotiations

- › Objections can be useful to continue the dialogue
- › Objections can build trust when you respond with concern and personal reflection
- › The 3 F's: feel, felt, found
 - I know how you **feel**
 - I have **felt** that way myself
 - But what I have **found** is...
- › ABC-always be closing
 - “And that’s why I’m asking you to consider a gift of _____”

6. The Close

- › The way you began: positive, personal, and complimentary
- › Ask if you can do anything for her/him
- › Leave with mutual good feelings about the relationship, connection and solicitation
- › Thank them

Helpful Hints

Do's

- › Be open, interested, engaging
- › Be prepared, personal, passionate, purposeful

Don'ts

- › Argue, interrupt, rush
- › Take objections personally

Favorite Picks

1. A solicitation is really

2. Favorite Opening [*Hint: flatter*]

3. Favorite Presentation [*Hint: open ended question*]

4. Favorite Ask [*Hint: consider, increase*]

5. Favorite Negotiation [*Hint: 3 F's*]

6. Favorite Close [*Hint: thank from the heart*]

Open Ended Questions

- › You've been a terrific supporter...Why?
- › How did you first get involved/make your first gift?
- › What has been the most rewarding part of your involvement with the organization? What do you value most about the organization? Its work? Your involvement?
- › What would you like to accomplish with your philanthropy?
- › How could the organization improve its solicitation process? Make giving more enjoyable? Provide meaningful donor recognition?
- › In what other Jewish or civic activities are you involved?
- › To which organizational programs have you or your family ever been exposed?
- › Tell me about your family. Where do your children go to school? Where do they live? What Jewish activities do they enjoy?
- › What direction would you like to see the organization take in terms of outreach? Funding?
- › What is your vision for our future Jewish community?

Preparation

“ Spectacular achievement is always preceded by spectacular preparation. ”

[Robert H. Schuller]

Do your homework before contacting donors. It demonstrates respect and will help you to conduct a more personal solicitation.

Prepare Yourself

Begin by increasing your own gift. We can't expect other people to give more if we haven't. Be willing to discuss your story—why you are motivated to give your time and money.

Know the Donor

People give to people. The more you know about a donor, the easier it will be to make a personal connection.

What should you know about a donor before you meet?

1. _____

2. _____

3. _____

4. _____

5. _____

Know your Product

Describe your organization in one sentence:

List 5 ways in which your organization helps people:

1. _____
2. _____
3. _____
4. _____
5. _____

The Case for Support

“Where there is no vision, the people will perish.”

[Proverbs: 29:18]

1. Why does your organization need this campaign?

2. Why should a donor give to this campaign?

3. What does the future of your community look like with and also without this campaign?

4. How do you make the case to community members who are not directly connected to your organization? How do you make it relevant?

Steps to a Successful Face-to-Face Conversation

Stages to making a Successful Face-to-Face Appointment:

1. Be prepared

Before picking up the phone:

- › Know yourself, your prospect, your purpose, your product.
- › Have several possible dates and times to get together.
- › Be upbeat, positive, personal, persistent – The 3 P's.
- › Know what you want!
- › All you want is time, the appointment; not money or closure.

2. Open (*establish rapport*)

- › Identify yourself
- › Personalize, make the prospect feel good.
Examples: Sarah – you are so committed and involved. I want to talk to you and get to know you better.
- › 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.

And if you do not know the prospect:

Robert – I've always wanted to meet you. I've heard so much about you.

Carol – I took your name on purpose because our kids are friends, you live nearby, we don't really know each other but I'd like to.

3. Presentation

The ask should be personal.

- › Ask as a personal favor to you to give you time.
Example: I promised myself I would see five generous contributors. It would mean so much to me to meet with someone like you. I would truly appreciate 15 minutes of your time as a favor to me.
- › Present two already picked times you can meet.
Example: Would Tuesday, at 8:00 a.m. at Dunkin Donuts be good or Wednesday, at 12:00 p.m. for lunch?
(*Two choices are harder for one to say no to.*)
- › Let donor know that at the meeting we will talk about his/her Annual Campaign gift.

Tips to Getting the “Visit”

1. **Send a letter** – in advance, letting them know you will be calling on them to arrange a visit. Experience has proven that this is very effective and lets the prospect know why you are calling and assures them that you will not be asking them for anything.
2. **Practice** –Practice-Practice – Have your opening line or two written down. Practice what you are going to say before you get on the phone. Be sure to list the points you want to cover. Having it all written down lessens the chance of omitting anything important and allows you to relax (a bit). While you will have developed a “script” you must feel comfortable with it so that it feels organic and spontaneous.
3. **Have a Calendar Handy** – Have two visit dates in mind. Offering a choice of times makes it much easier for the donor to stay focused. In case these dates don’t work out, you will need to find a more convenient time.
4. **Just Do It** – moving your prospect’s information from one side of the desk to the other, just won’t get it done. At some point you have to take the plunge. As we all know – the number one reason donors don’t give – is because they weren’t asked – the first step is to make the call.
5. **Stand Up** – Standing releases a flow of energy that doesn’t exist while you are sitting. Feasibility studies indicate that donors respond best to solicitors who are empathetic (excellent listeners,) energetic (those that can spark a fire) and enthusiastic (truly driven). So get up and move around and get your own energy flowing.
6. **Smile when you speak** – as the prospect can feel the warmth in your voice.
7. **Stay on point** – Your objective is to arrange a visit, not to state the case and certainly not to make an ask.
8. **Remind them that you are following up on the letter you sent** – this will allow you to refer back to a connection you have already established and relieves you of having to restate your purpose.
9. **Here are some examples of “scripts” you might use:**
 - Hi Sharon, this is _____. I sent you a letter the other day about getting your input on some of the work our organization is involved in these days. I was hoping we could meet next week to discuss this further. How is Monday, or Wednesday at noon?
 - Hi Sharon, Fred Cutler sent you a note the other day telling you that I would be contacting you. I would like to learn more about your involvement in our organization and the issues that concern you. Might you be able to meet for coffee Wednesday for coffee?
 - *(If you know the prospect)* Hi Sharon, the organization has decided to acknowledge some of our most loyal donors through an account management system. This means that I have the privilege of being your liaison with the federation. So that I can be most effective and responsive to your needs and interests, I would like to meet with you and learn more about what is important to you.
 - Can we meet on Tuesday for lunch or on Wednesday for coffee?

The Fundraiser’s Guide to Listening *Institute for Charitable Giving*

Test yourself for each skill by giving scores from negative one to five, five being the highest.

Concentration Skills	Points
1. When I talk with others, my mind is completely absorbed by what they are saying and it doesn’t wander.	
2. When in a conversation with others, I hold my comments until they are finished talking, even though my comments may have direct relevance to what they are saying.	
3. I do not let distractions, like ringing telephones or others walking by, distract my attention from what the prospect is saying to me.	
4. I consistently keep eye contact with the person I’m talking with.	
5. By my every action, my body language, my facial appearance, the appropriate nodding of my head as approval, I give every evidence of riveted attention.	
6. When I talk with someone, I have a better recollection of what they said as opposed to what I said.	
7. I avoid value judgments while others are talking.	
Acknowledgment Skills	
8. I build on previous responses by asking follow-up questions to statements just made.	
9. When talking with someone, I acknowledge what is being said with comments that let the other person know that I’m listening (e.g. “I see” or “I understand”).	
10. I make it a practice not to interrupt.	
11. In a discussion, clearly more than half of the time is spent in listening rather than talking.	
12. When appropriate, I reinforce and affirm the other’s view by restating their position.	
13. I am able to empathize with the person I’m having a discussion with – I can truly tell “where they are coming from.”	
Research Skills	
14. When I talk with someone, I encourage a two-way flow of communication by asking open – ended questions.	
15. I let others know that I am trying to understand what they are saying by using phrases such as “Tell me more about that” or “Can you give me an example?”	
16. I encourage people to express their true feelings about an issue.	
17. I ask people about what they expect from a given action or relationship.	
18. I seek information that will allow me to understand the speaker’s framework and context so that I can properly interpret what I am hearing.	
19. I avoid arguments with prospects/donors, even when I disagree strongly with what they say.	
20. I ask more questions than I make declarative statements.	

[Continued on next page]

Sensing Skills	Points
21. When I am talking with others I read their body language as well as listen to their words in order to fully interpret what they are telling me.	
22. When talking with others, I try to read what's going on behind their spoken words by asking myself what they might be feeling, why they are saying it, and what is implied by what they say.	
23. I attempt to arrange the seating so that the prospect is comfortable and in a manner conducive to direct eye contact and communications.	
Structuring Skills	
24. When I talk with others, I make mental notes of major ideas, key points and supporting reasons.	
25. I listen for priorities, sequence, and emphasis.	
26. I move from the general to the specific when I am trying to order or organize the speaker's viewpoint or argument.	
27. I ask for clarification or elaboration regarding the speaker's viewpoint to ensure proper interpretation and complete understanding of the rationale.	
28. Prior to the meeting, I establish my objectives and prepare myself to listen.	
29. I follow up with promised actions, however great or small, pursuant to a discussion.	
Total Points	

Rating Scale	Total Points	Your Listening Quotient
Frequency	Points	
Always	5	116 to 145 You're doing great – keep it up!
Almost always	4	105 to 115 You're a good listener, work on those areas that still require attention.
Usually	3	
Sometimes	2	
Seldom	1	87 to 104 You're a pretty good listener, but you should make the effort to improve your listening skills.
Never	-1	

Top 10 Savvy Solicitation Techniques

1. Know before you go.

- › Know your prospect
- › Know your goal
- › Know your opening line

2. Learn to listen – listen to learn

- › Be an active listener
- › Reflect back
- › Ask follow-up questions

3. Let the needs make the case

- › Know your local needs
- › Know the overseas needs and services

4. Find Your Passion

- › Know what motivates you
- › Have a few personal stories prepared

5. Identify the Donor's Philanthropic Desires

- › Find out what is important to the donor – and why?

6. Find the Sweet Spot – Make the Connection

- › Highlight the specific services the campaign provides that responds to donor interests

7. Singles vs. Doubles (a two-line ask)

- › Be clear that you will be discussing 2 campaign gifts
- › Ask for the Annual Campaign gift first

8. Thank Donors – Then Thank Them Again!

- › Send them a hand-written note
- › Help them feel good about the good they are doing

9. Stay in touch – Maintain the Relationship

- › This shouldn't be an annual event
- › Keep donors updated on organization programs
- › Call them later on to let them know how this campaign is helping



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