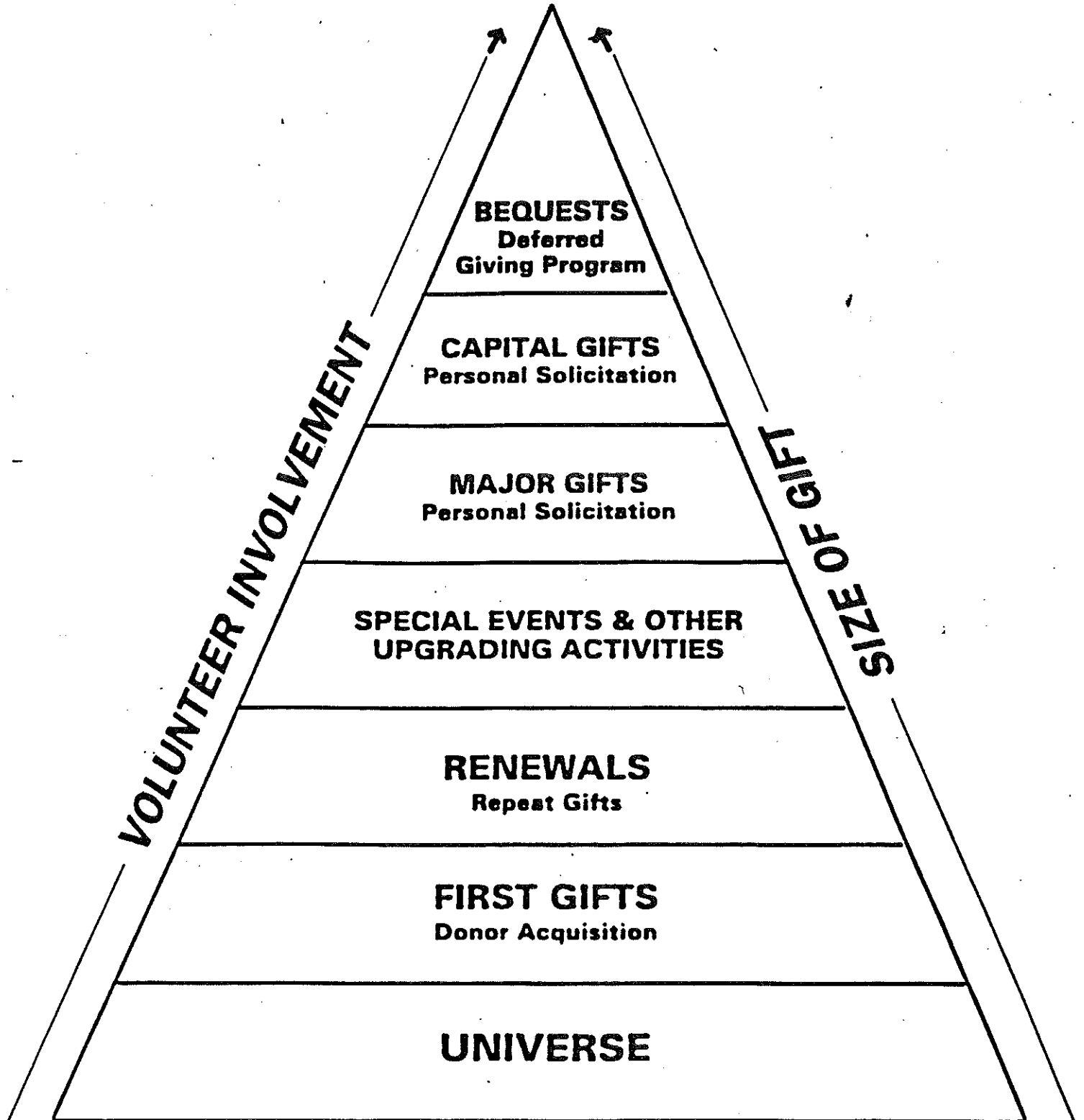


THE FUND RAISING PYRAMID



Making the Ask

Writing your script

1. Name of organization _____

2. Your "ask" or need:

3. Beginning the conversation -

a. Background

b. Need - be specific

c. Ask for a specific amount - " Would you consider a gift of _____
for _____

Hints for Success

1. Be a good listener
2. After you have made the ask, then don't say anything - They must speak next
3. If the answer is negative, then probe.
4. Thank them for their consideration.
5. Follow up (in a timely manner) with a phone call or thank you note

Judy Keller, CFRE

Judy L. Wright, PhD