



Art of the Ask

Harriet Grayson
5 Star Seminars

AGENDA

- Why Asking is so Intimidating
- Referral vs. Cold Calling
- Importance of Trust
- Knowing the Facts
- Role Playing Exercises
- Shedding Your Inhibitions
- Keep Trying – Polite Persistence Pays

Why Asking is so Intimidating

- Naturally shy
- Money is never discussed in your family or among friends
- Do you ask friends or family to buy you specific gifts for birthdays or holidays
- Asking requires assuming social control

Transforming Cold Call into a Relationship

Searching for a Common Link

Rarely is a Sponsorship Obtained in one Visit

- Patience is a Virtue
- Don't Give Any Impression about trying to rush a decision
- Establishing trustworthiness is essential even in small transactions
- The key is trust

Largeness or smallness of the Ask is important

However fundamental social &
psychological dimensions are
similar

Research the Potential Donor even for small gifts

- A \$50 gift certificate requires some cultivation
- Cultivation is not haphazard but a planned strategy
- Readiness to donate involves establishing a relationship
 - With the one seeking the donation
 - With the recipient organization

Establishing the Emotional Connection

- Do you have some common link?
 - Friend/Relative
 - Colleague
 - College
 - Military
 - Social Organization (i.e., children's school, house of worship)

Establishing the Relationship

- Common Tastes
 - Car s/he drives
 - Stores/Restaurants s/he frequents
- Common Interests
 - Sports & specific team
 - Travel/vacation spots
 - Occupation
 - Hobby

Trustworthiness

- An admired Virtue
- Basic human social development
- Assumes expectations for both parties – giver and recipient
- Know what those expectations are
- Must meet those expectations

Trust

- Behavioral Adjectives
 - Honest
 - Fair
 - Scrupulous
 - Just
- Trust conveys feelings of security & optimism
- Failure in trust can be rectified IF it's believed to an issue of competence vs. honesty

Logistics of Asking

- Location (their office or store)
- Neutral ground (restaurant, coffee shop)
- Very large donations offices of Third Party (i.e., lawyer, CPA, bank) Major

Initial Visit

- Walk in with a specific \$ value
- Donor's Time is Valuable
- Message should be concise
- Allow for questions
- Be prepared to answer questions about yourself
- Be prepared to answer questions about organization

Immediate First Impression

- Social science research indicates similar facial features (facial resemblances) enhances trust
- Dress accordingly – what is the donor likely to be wearing
- Look people in the eye – establish eye contact

Know Your Organization

- Mission of the organization if it's not obvious (i.e., Girl Scouts, Senior Center)
- Location – geographic coverage
- Specific Purpose(s)
- What's the donation going to be used for (i.e., specific fund-raising purpose: door prize, auction)
- Level of financial commitment (\$25 gift certificate vs. car to be auctioned)

Practice Your Approach

- **PRACTICE, PRACTICE, PRACTICE**
- Practice Your Approach in front of the mirror, in front of family & friends
- Practice while you're driving

Harriet Grayson Author

- Under Pen Name Anastasia Goodman – Sasha Perlov Mystery Series
 - “Loose Ends” & Terror in Brooklyn”
 - anastasiagoodman.weebly.com – check reviews
- Harriet Grayson’s Reference Books
 - “Guide to Grants Writing for Non-Profits”
 - “Guide to Government Grants & Vendor Opportunities”
 - “Special Events Planning for Non-Profits”
 - All Available via amazon.com

Harriet Grayson TV Host/Producer

- Tune in to Harriet Grayson Host/Producer of Community Culture Showcase
 - Public Access TV in Southeast CT on Comcast Channel 12 (Tuesday evenings at 8 PM) & Southern RI on Cox Channel 18 & Fios Channel 29 (Wednesday nights at 6 PM)
 - Better still catch the shows via YouTube anytime & anywhere:
(communitycultureshowcase.weebly.com)