

# Brian's Top Ten: Ways to Get Started Asking



- 1.** Commit to yourself – and someone else! – that you will make **ONE** in-person ask by a certain date. Start with just that one ask.
- 2.** Ignite your enthusiasm for the organization by writing down the five things you love most about your organization. Your passion will help you push through your anxiety.
- 3.** Make your own gift first if you're a volunteer. If you've made a personally significant gift to your organization it gives you more credibility in your own eyes, not to mention the donor's.
- 4.** Focus on scheduling the meeting rather than asking for the gift. If you can get the meeting, chances are great that you will get the gift.
- 5.** Send a note or e-mail to the donor to say you will be calling. That creates the necessity of making the call.
- 6.** Make the call first thing in the morning before it looms larger as the day goes by. You'll feel a sense of accomplishment all day.
- 7.** Recruit a partner so you can motivate each other and commit to each other.
- 8.** Set up your first meeting with someone you know will make a gift. This might be someone who gives regularly or someone deeply committed. It's easier if you're pretty certain you'll get a gift and the question is how much the donor will give.
- 9.** Don't be afraid to flub it. It doesn't mean you won't get a gift – just that you might not be as articulate or eloquent as you would have liked. In fact, that can work to your advantage, as it will sound authentic.
- 10.** Imagine the impact your organization will have with your help. Individual gifts are very important to your organization, and in soliciting them you're helping your organization fulfill its vision.