



You know it's time to ask. So, how do you turn the conversation in that direction?

Keeping in mind that you've just finished exploring and asking questions, there are a couple of types of transitions. In all of them, the goal is to:

- **Thank them for something:**
 - sharing their thoughts
 - being so candid
 - continuing to be such a strong supporter
 - agreeing to meet to talk about a gift
- **Reference something they said that signaled their interest:**
 - "It was so interesting to hear you talk about your experiences volunteering with us and what you learned from that."
 - "I appreciated how important you think our work with children is."
 - "I was delighted to hear how strong your ties to our alma mater still are after all these years."
- **Make your case for support:**
 - "Our goal/vision is to. . ."
 - "We will accomplish that by. . ."
 - "We're doing a great job. . ."
 - "Would you consider a gift of \$5,000 for. . ."



clean break at a pause

Scenario: You've had a conversation that is naturally coming to a close. It feels as though you asked enough questions and the prospect doesn't seem to have any. It's up to you to steer the conversation. In this case you would probably start with a thank you for something and continue on:

"Thank you so much for your years of support. We appreciate it so much. It was fascinating to hear you talk about your concern for the environment and your thoughts on how to make an impact. Here at ABC Organization, we are determined to. . ."

"Thank you for agreeing to meet with me today and for your interest in our organization. We hope to get to know you much better over the years. It was fascinating to hear. . ."

smooth sailing through

Scenario: The conversation is lively and there hasn't been a lull. It could go on forever but you know you need to ask with enough time left to explore the response. It's up to you to turn the conversation toward the ask. In this case you would probably start with a "reference" to something they said and then interject a thank you:

"Your remarks about the state of elder care resonated with me. I agree that there is much room for improvement and I want to thank you again for meeting with me to talk about supporting the organization. Here at Prospect Adult Services we are laser-focused on improving life outcomes. . ."



prospect prompted

Scenario: The prospect basically asks you to cut to the chase. This can happen at any point in the conversation. The prospect might say:

“How can I help?”

Segue: “We’d like to ask you to support the Toledo Library. As we discussed, our goal is to completely renovation the library. It was interesting to hear you talk about. . .”

“I know you want to ask me for a gift.”

Segue: “Yes, I do, and I want to thank you again for meeting with me to talk about a gift to the Toledo Library. Here at the library our goal is to. . .”