

Top Eight Rainmaker Asking Tips

1. Set short-term, concrete goals - either number of donors solicited, number of gifts closed, or total amount raised in a period of time.
2. Review your organization's outcomes. You'll be motivated by them and will use them in your story.
3. If you can pick and choose, pick the largest donors. They will motivate you further.
4. Partner with Kindred Spirits. They best compliment your skillset.
5. Set out specific strategies and goals for donor meetings.
6. Keep in mind the #1 goal of any meeting is building the relationship, and that means embracing the process and making sure your donor feels engaged, heard, and valued.
7. You'll want to come out of the meeting with a solid commitment for a gift, but often "maybe" is the best answer. Make sure not to push too hard for closure.
8. If you're a board member, your professional network will be a comfortable community to cultivate.