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The Ask

Face to Face Fundraising

Presented by Andy Robinson
For the Texas Land Conservation Conference

Why are face to face asks so important?



- Fundraising is about relationships, not money – build those relationships!
- People typically give *5-10 times more* in person than through the mail or online

Who do we ask?

Identifying prospects

Ability: Do they have money to give?

Belief: Do they care about your issues, programs, constituency, etc?

Contact: Do they have relationships with your leaders, staff, donors, or key volunteers? Are they already contributing money, time, or both?





Building a gift chart or “giving pyramid”

10% of the donors yield 60% of the money

20% of the donors yield 20% of the money

70% of the donors yield 20% of the money



STEWARDSHIP CHALLENGE 2009

Goal: \$250,000

Committed to date (8/25/09): \$130,351

■ = committed gift



<u>Gifts Needed</u>	<u>Gifts or Pledges in Hand</u>	<u>Gift Amount</u>	<u>Category Total</u>	<u>CUMMULATIVE TOTAL</u>
5	■ ■ □ □ □	\$10,001 - \$25,000	\$75,000	\$75,000
8	■ □ □ □ □ □ □ □	\$5,001 - \$10,000	\$50,000	\$125,000
20	■ ■ ■ ■ ■ ■ ■ □ □ □ □ □ □ □ □ □ □ □ □ □	\$2,501 - \$5,000	\$60,000	\$185,000
20	■ ■ ■ ■ ■ ■ □ □ □ □ □ □ □ □ □ □ □ □ □ □	\$1,001 - \$2,500	\$30,000	\$215,000
30	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ □ □ □ □ □ □ □ □	\$500 - \$1,000	\$20,000	\$235,000
	346 gifts	\$499 or less	\$15,000	\$250,000

The process

1. **Letter or email**
2. **Phone, text, or email**
3. **Visit**

Be flexible. Not every prospect requires every step.

Remember: If you schedule and meet with 25% of your prospects, that's success!





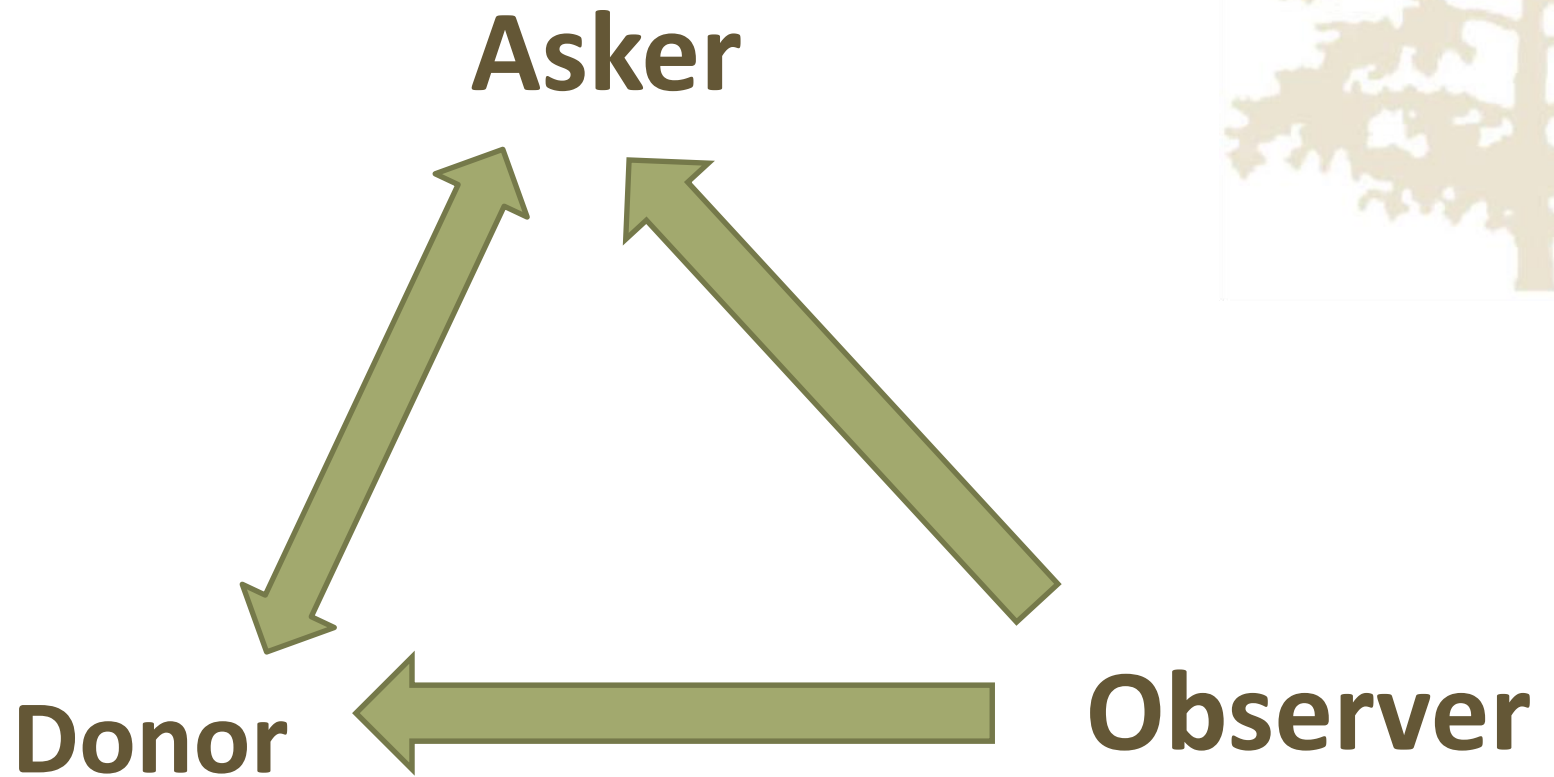
Modeling the ask

Meeting structure

1. Build rapport
2. State your goals for the meeting
3. Uncover the donor's needs and interests
4. Present your work (the pitch)
5. Ask for the gift!
6. Respond to any objections
7. Close the meeting; restate any agreements



Exercise: Trio Ask





1-2 mins Asker preps donor: This is who you are

5-6 mins Role play

3-4 mins Feedback

Then rotate roles so everyone takes a turn



Feedback model

- Asker first, then donor, then observer
- Each provides two compliments and one suggestion **to the asker**

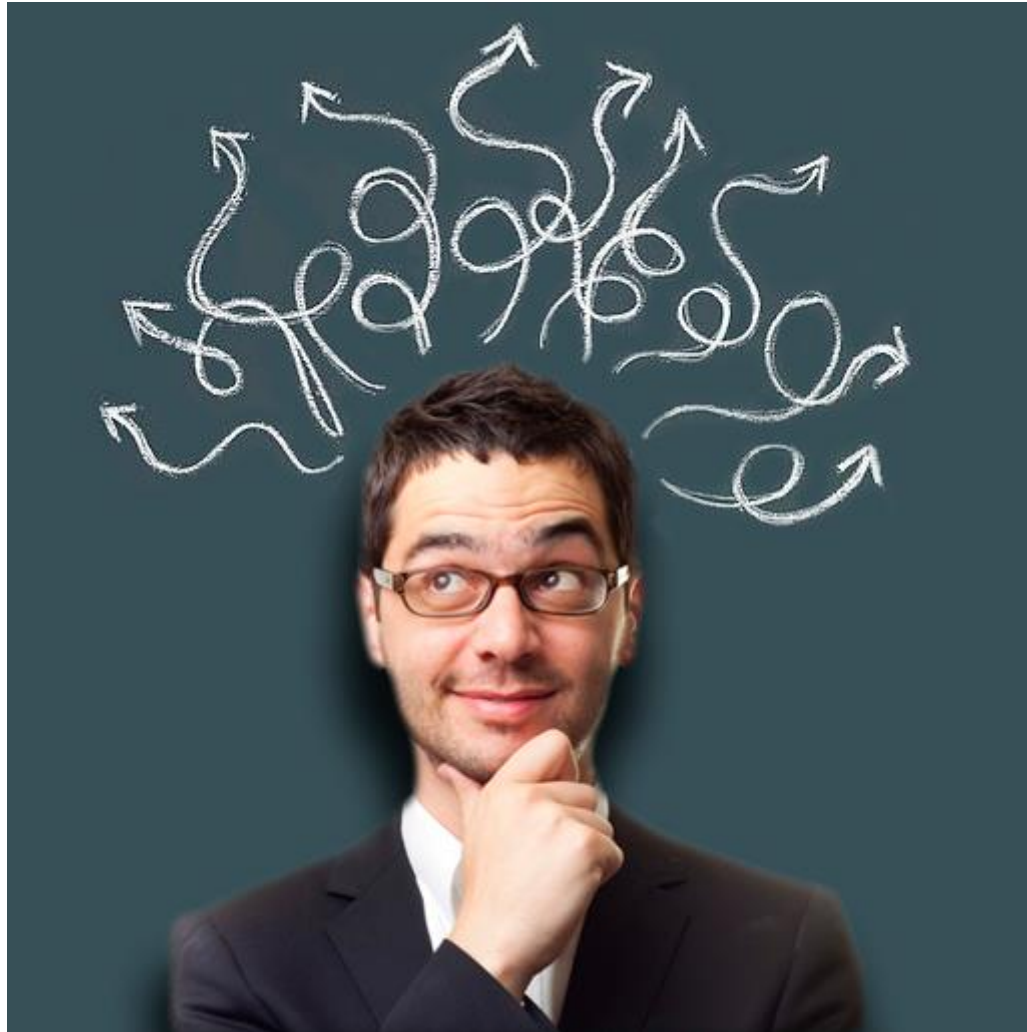
Rolling out this strategy

- Build and use a gift chart
- Start small: 5 to 10 asks is great
- Bring a board member
- Be humble: “We’re learning how to do this. Can we come and practice on you?”



Questions ?





How will you implement what you learned today?

**How to Raise
\$500 to \$5000
From Almost Anyone**



**A 1-HOUR
GUIDE**
For Board Members,
Volunteers and Staff

ANDY ROBINSON



Andy's book

Available from

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Good luck and stay in touch!

www.andyrobinsononline.com

www.trainyourboard.com

