



THE ART OF THE "ASK"

Helpful Hints

- Practice a presentation until you're comfortable with it.
- Remember you are not asking for yourself, but for others in need.
- Stress how even a little goes a long way.
- Tell why you give.
- Tell a success story.
- Find out if Co-workers have special interests., such as Cancer Research, Homelessness, Wildlife, etc. Suggest charities that support their interests.

Possible phrasing of "The Ask"

- I hope you can make a contribution—every gift helps.
- Do you think you could share one hour of your pay per month?
- Could I answer any questions about filling out the Pledge Form?
- Did you know there is online giving? Any computer, anytime, anywhere.

Handling Objections:

- Don't take it personally—objections aren't against you but the idea presented.
- Listen to the donor's concerns. Show empathy without arguing.
- Repeat the objections - this shows you are listening & understand their feelings.

Common Rebuffs:

- **I can't afford to contribute at this time**
It's not easy; we're all feeling the effects of the bad economy.
But if it's hard for us who have jobs, what's it like for those less fortunate who need help. Supporting charities now ensures they'll still be around if we ever need them.
- **Give me a raise and I'll give you a donation**
Give up one soda a day ... that's all it takes.
- **What if I lose my job?**
Your pledge will stop.

AND FINALLY...

Your job is to inform, share your passion and show you care.
The aim is 100% ask.

FUN FACTS
NAME 3 TOP REASONS PEOPLE DON'T GIVE

ANSWERS

- Weren't asked
- Weren't thanked
- Didn't think it mattered