The Art of Asking

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asking is a process

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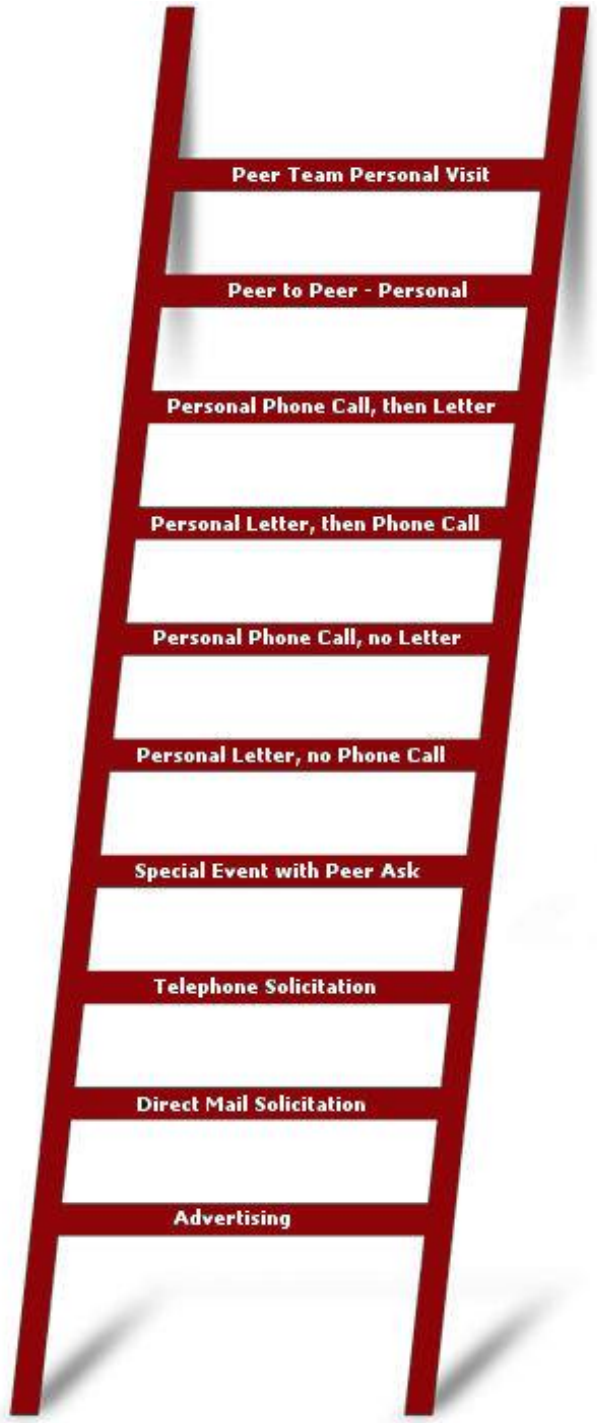
ladder of effective asking

1. *Personal visit by a team*
2. *Personal visit by one person*
3. *Personal telephone call by a peer with a letter follow-up*
4. *Solicitation by personal letter with a follow-up telephone call*
5. *Personal telephone call without a letter follow-up*
6. *Solicitation by personal letter without a follow-up telephone call*
7. *Event*
8. *Telephone solicitation*
9. *Direct mail*
10. *Advertising*



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5 questions

you should ask every donor that lead to a big gift

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the questions to ask your prospect donor

what is your relationship with and how supportive are you of WA Museum?

do you believe that the project should be undertaken by WA Museum?

are you supportive of seeking donations for the project?

are you willing to assist us reach our goal?

will you be a donor?

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Question One

How supportive are you of WA Museum?

- How do you see us?
- Do you really know us?
- Do you care about what we do?

Because:

- They may not understand what you do
- You may be one of many they support
- They may have a special interest in your area

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Question Two

Do you believe in the project?

- What matters to you?
- Is the Case for Support compelling?
- Is it a clear priority?

Because:

- They may not be emotionally convinced
- The business case may not be clear
- They may have more urgent priorities

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Question Three

Do you agree we should seek donations for this?

- Is it a ‘Community’ responsibility?
- Are you philanthropically inclined?
- Will others support this?

Because:

- They may think it is another’s responsibility to fund
- They need to know how the target can be met
- They may have had a poor philanthropic experience

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Question Four

Are you willing to support this?

- What level of emotional commitment do you have?
- How can we involve you?
- Are you financially capable?

Because:

- It may not be the right time
- They have to involve others in the decision
- They may be able to offer more than a financial donation

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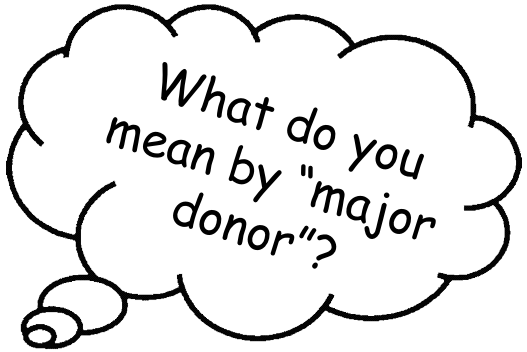
Question Five



Will you be a major donor?

- Do you understand your importance to us?
- How can we make your gift significant?
- What level of financial commitment will you make?

Because:

- They may have never given at this level before
- They need to know how they can give
- It may be important that their generosity is acknowledged

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5 questions

every donor asks
before making a big gift

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1. why me?

2. why are YOU asking me?

the questions your prospect donor asks

3. how much do you want?

4. will my gift make a difference?

5. how will I be treated?

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Question One

Why me?

- How do you see me?
- Do you really know me?
- Do you care about me?

Because:

- With your past support you've shown you care
- Your gift will change lives
- You're respected and your support will inspire others

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Question Two

Why are YOU asking me?

- Who are you?
- What's in it for you?
- Who else has given?

Because:

- I am the best person possible to ask you
- I have nothing to gain personally
- You are PART of the solution

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Question Three

How much do you want?

- Will my gift be meaningful?
- Where do I fit?
- How do I get rid of you?

Because:

- Here is a reference point
- Your gift will lead the way
- A gift you can be proud of

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Question Four

Will my gift make a difference?

- Who will benefit?
- Is it transformational?
- Can it be leveraged?

Because:

- People's lives will be changed
- You are one of the few who can
- Others will follow your leadership

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Question Five

How will I be treated?

- Will my gift be recognised?
- Who will know?
- Will you forget me?

Because:

- You are important to us
- We would like to recognise your generosity
- We want to build our relationship

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The Meeting

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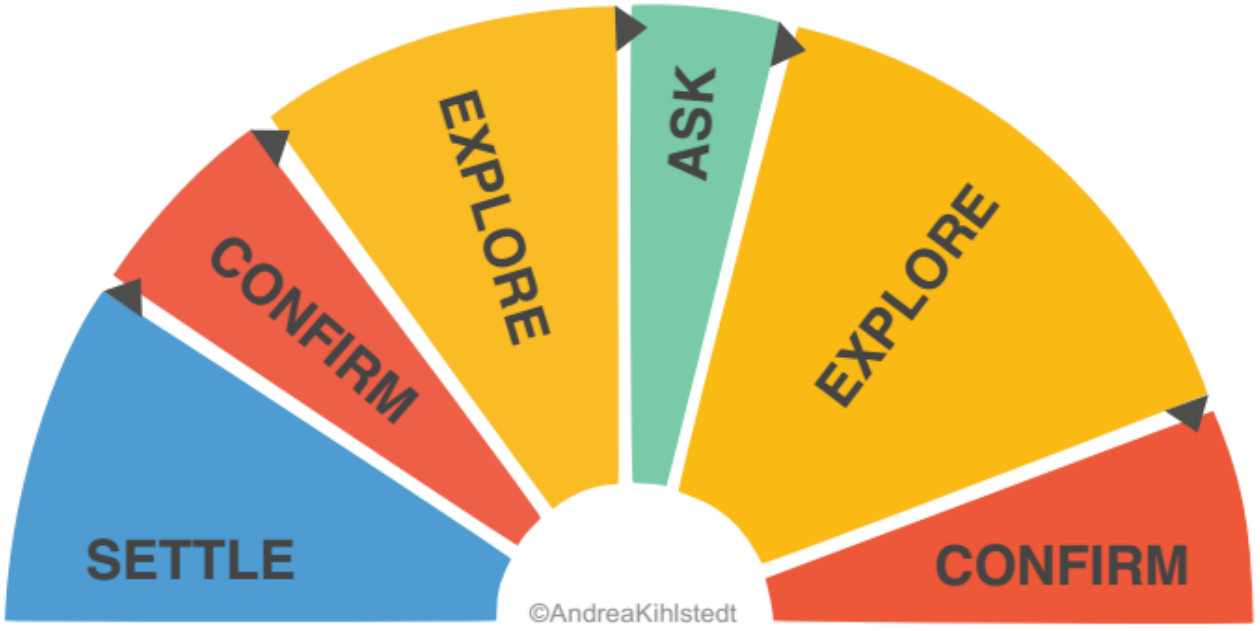
permission for progression



"Can I tell you how you could help?"

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Motivating them to say YES is the Art of Asking

You have to judge if the person is READY to be asked

You may only get one chance to ask, make pretty sure you'll get a "YES"

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Two things your prospective donor must agree on:

1. The Problem – Your donor must agree there is a problem before you can provide a solution.
2. The Solution – The aim is to get the donor to agree with your solution.

A prospective donor will only be convinced by their own reasoning, not your argument.

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The Ask

Team Words	Task
John…	Personal
you have heard all about this project…	Summation
how do you ‘feel’ about… *(use appropriate word)*	Open ended question
supporting…	Key word
the people this will benefit…	Avoid organisation
with a gift of $500,000.	Specific

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“He who speaks next, loses”

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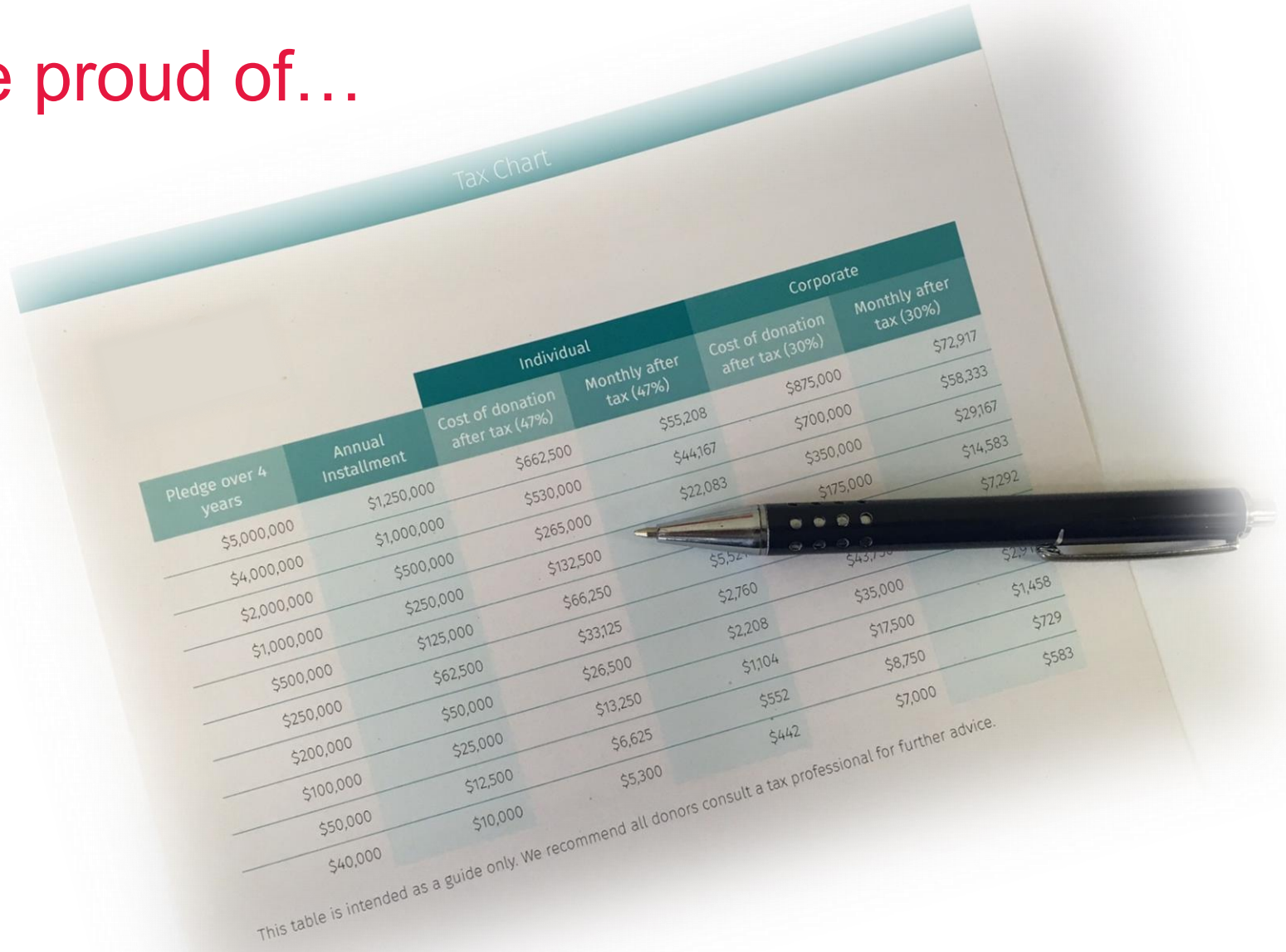
A gift you can be proud of…



Tax Chart

Pledge over 4 years	Annual Installment	Individual		Corporate	
		Cost of donation after tax (47%)	Monthly after tax (47%)	Cost of donation after tax (30%)	Monthly after tax (30%)
$5,000,000	$1,250,000	$662,500	$55,208	$875,000	$72,917
$4,000,000	$1,000,000	$530,000	$44,167	$700,000	$58,333
$2,000,000	$500,000	$265,000	$22,083	$350,000	$29,167
$1,000,000	$250,000	$132,500		$175,000	$14,583
$500,000	$125,000	$66,250	$5,52		$7,292
$250,000	$62,500	$33,125	$2,760	$43,7	$2,9
$200,000	$50,000	$26,500	$2,208	$35,000	$1,458
$100,000	$25,000	$13,250	$1,104	$17,500	$729
$50,000	$12,500	$6,625	$552	$8,750	$583
$40,000	$10,000	$5,300	$442	$7,000	

This table is intended as a guide only. We recommend all donors consult a tax professional for further advice.

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