

# MAKING THE ASK

And all things **DONOR CULTIVATION**







*MISSY ANDRADE*

*PRESIDENT & CEO*

# Warning!

# This. takes. time.





# THE PLAN



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**① Define your prospects**

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**② Do your homework**

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**③ Devise your plan**

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**④ Make it happen!**





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# **Donor Prospects**

**Board  
Members**

**Sphere of  
Influence**

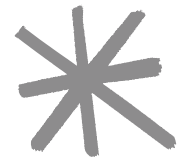
**Major  
Employers**

**Repeat  
Donors**

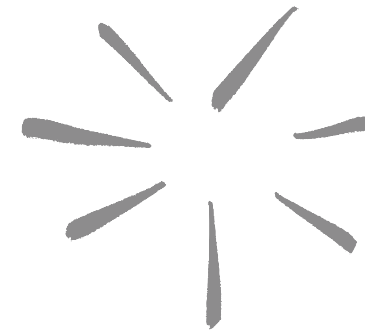
**New  
Donors**

**Random  
Peeps**





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# Do your homework

**What is their  
profession?**

**What are their  
organizational  
values?**

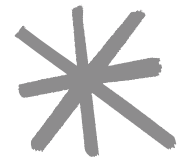
**What can you  
learn about  
their family?**

**What do they  
currently  
donate to?**

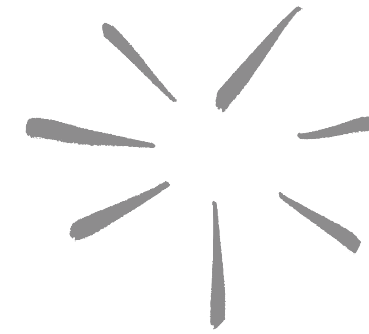
**Who are their  
peers or  
friends?**

**Do they have prior  
experience with  
your organization?**





# THE PLAN



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④

**Make it happen!**

# Devise your plan



Define your need

Identify meeting allies

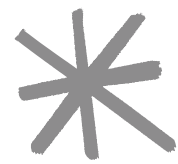
Prepare your data

Prepare your questions

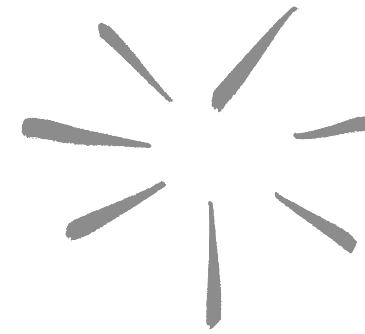
Create an agenda







# THE PLAN



①

**Define your prospects**

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**Do your homework**

③

**Devise your plan**

④

**Make it happen!**

# Making the Ask



**Listen**

**Probe**

**Tell your story**

**Invite them to join you!**





# What happened?

*Yes!*

*No, thanks.*

*I need more info.*

*Who else is participating?*

*When do you need an answer?*

*Is there a different need?*

*Not now.*

*You know who you need to talk to...*

*Hell no.*

# Hot Takes:



**Define your next steps.**

**Read the room.**

**Learn from others.**

**Find an opportunity to  
show them impact in action.**

**Seek to understand  
why they said YES.**



# Words of Wisdom:

*What is the best advice you have for cultivating donors and “making the ask“?*

"Two things:

1) Ask for their advice.

2) People support things they help create."

-Michael Williamson, CEO



# Words of Wisdom:

*What is the best advice you have for cultivating donors and “making the ask”?*

"It is all about building quality relationships. Share the vision, have conversations, be honest, listen, learn, invite, listen more, engage their family in the mission - this is a partnership. Be patient and persevere."

-Bernard Dumond

# Words of Wisdom:

*What is the best advice you have for cultivating donors and “making the ask”?*

"It's important to learn why they are/want to be engaged, and what change they would like to impact. For the ask itself, no doesn't always mean no forever. It may be timing, the project, or other factors."

-Lisa Chmiola

# Words of Wisdom:

*What is the best advice you have for cultivating donors and “making the ask”?*

"...#1 is always: The number one reason people don't give is that they weren't asked. #2 is usually: Ask for money first, and you'll probably just get advice. Ask for advice, and the money usually follows."

-Mike Bell

# Words of Wisdom:

*What is the best advice you have for cultivating donors and “making the ask”?*

"A past mentor shared with me that some potential donors aren't always ready for the ask right away, but inviting them in as a problem solver, making it a collaborative effort, can help you develop a rapport and may lead you to new solutions you hadn't thought of before."

-Jill Bradley





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