

TIPS FOR MAKING THE ASK



Heart of Indiana
United Way

1

KNOW YOUR DONOR

Do your research. What has this donor or organization given in the past? What are they interested in?

2

MAKE A CONNECTION

Be conversational. Connect with the donor's interests and tie it back to Heart of Indiana United Way's mission.

3

KNOW WHAT YOU ARE ASKING FOR

Be specific. Know your goals and what you are trying to accomplish. Ask for what you need.

4

PLAN FOR THE "NO"

Have a fall back plan for if a donor says no. Remember that today's no, might be tomorrow's yes.

5

PRACTICE, PRACTICE, PRACTICE

Make a plan for how your conversation will go. Practice with a friend, in a mirror or even by making a video. Be comfortable and confident.

6

KEEP THE ENERGY HIGH

Be excited about Heart of Indiana United Way's Mission and the difference the donor's gift will make.

7

JUST ASK

Don't lose the direct ask in the story. Brainstorm 2-3 ways to make a clear ask. ex: How will you be making your donation?