



Tips on Asking Individuals for Money

When you remember that people like to give money to causes they care about, you might be a little less nervous to ask them for support. If you're asking someone you know who is also someone who believes in the work you're doing, they're very likely to say yes, or at least be nice about saying no. Here are some tips on getting comfortable with asking for money.

- ★ Prepare a list of people you would like to ask, and start with the people you feel most confident about or who you're most comfortable approaching. Go to the ones who make you more nervous later, after you've had a little practice (and some success).
- ★ Practice first with a friend.
- ★ Ask for a specific amount of money or at least the range of gifts you're looking for.
- ★ Be prepared to talk about why this cause is important to you. People like to hear about your personal relationship to the cause; they become inspired by your enthusiasm.
- ★ Be open to any questions your potential supporters may have, and take an interest in what they care about.
- ★ Don't worry about being able to answer every question a prospect may have. You can always tell them that you'll find out and get back to them with the answer.
- ★ After you ask, stop talking! Wait for the person to respond. They may respond with a question or say they have to think about it, but don't assume you know what they're going to say.
- ★ If they say yes, make a plan for how you're going to collect their payment.
- ★ Always thank your prospects whether they give or not (for taking the time to think about it, for giving, for support you in whatever way they can).