**All Together Now, #YearEndStrong** resources you can use

**How to Ask**

**A guide for having one-on-one on-line conversations to ask for end of year gifts**

**Request to meet.** Email, phone call, or text to ask to have a conversation.

**Set the meeting time:** Be clear 30 or 60 minutes. Sending a reminder is always a nice touch.

**In the meeting.**

* **Thank them -** for their time and for their past support– 1 minute
* **Schmoozing** – 5-10 minutes
  + how is their family, how are they… the common chit chat that people do in the beginning of a conversation
* **Tell them what you are going to tell them.** – 3-5 minutes:
  + Learn more about their connection to camp
  + Talk about what is new since COVID and this summer
  + Tell about our fundraising efforts to date
  + Ask for their participation
* **Ask questions** 5 - 10 minutes
  + What are your favorite things about Camp?
  + Do you have any questions about us?
  + What other organizations are you involved in?
* **Speak the vision** – 5-10 minutes
  + The vision – why Jewish Camp
  + its success, impact, and resiliency
  + needs/opportunities to achieve that vision and enhance the mission
  + benefits to the community
  + Why this is important to you, personally
* **Invite them to partner in this vision** – 2 minutes
  + Ask them: Would you consider giving $\_\_\_\_\_\_\_ to help us?
  + **Silence -** allow time for a response   
    (avoid the nervous instinct to talk after asking!!)  
    Listen  
    Listen
* **Plan for follow up –** 5 minutes
  + **If yes**, great! “Thank you so much!” Let them know how to give on-line or by check in the mail. Inquire how and when they plan to give their gift.
  + **If maybe**,   
    Ask “is there any information I can get you that would be useful in helping you decide?”
  + If they need more time, then set up that next time to meet
  + It is very important that you take the lead in the follow up. If they didn’t say no, ask them if it’s okay to check in with them at a specific time (one or two weeks). Do not wait and let them say that they will get back to you: it is much more difficult for you to contact them without seeming pushy.
  + **If no**, ask the four helpful questions:
    - Is it the organization?
    - Is it the particular use of the funds (unrestricted vs a specific need)?
    - Is it the timing?
    - Is it the amount?

Get at what is in the way and see if you can resolve it for them. Giving them more time to make payments on a pledge or letting them come up with an amount that is more comfortable will make a huge difference.

* Thank them for their time and considering your request (or saying yes!)

***Mindset:***

* *Focus on engaging the person you are speaking with, NOT on the money or the gift.*
* *Stop frequently to check or ask if donor has any questions - Listen carefully/you might even take notes*
* *Be honest (if you do not know the answer, say so, and promise to find out and get back to them)*

**Immediately after the meeting:**

* Drop them a thank you note expressing your appreciation of their time.
* If they made a pledge or if you are going to follow up with them in some way, you can indicate that as well.
* Take some notes immediately after the meeting. This is important, it is surprising how much can be forgotten. Especially make note of things that the prospect requested and be sure to make those things happen. Send these notes back to the camp staff!
* Let the main contact for your campaign know how the meeting went including any requests the prospect had.
* If there is any paperwork that the donor filled out be sure to get that (or any checks!!!) to the office.

TWENTY QUESTIONS: **Conversations with Prospective Donors:**

Engaging people in the mission of camp is profoundly satisfying and interesting. Through regular, simple questions, you can get an understanding of what is important to and what motivates people. By showing an interest in their life and their ideas you can help form strong relationships for the camp (and for yourself). ***People remember* *more of what they say, than what you tell them*.** Here are some questions to help you get started:

**Tell me about your Camp experiences Questions:**

1. What camp did you go to as a child? Did you go to camp as a child?
2. What did you love about it most? Is there a story in that?
3. What did you learn from those experiences?
4. How did your camp experience shape the person you are today?

**Tell my why Jewish Camp / why this Camp Questions:**

1. What do you think is important about Jewish camps today?
2. What do you know about our camp’s mission, vision, and work?
3. How well do you know our programs? Which ones? How did that come about?
4. What do you believe are the perceptions of our camp (nationally, in the community, region, state)?

**Tell me more about you Questions:**

1. What do you love to do on a day off?
2. What is important to you in raising children today?
3. What are the ages, names of your children? Grandchildren? Where do they live? Did they go or do they go to camp?
4. What is the best business (or personal) decision you have ever made? How so?

**Tell me about your values Questions:**

1. How have you been involved with other organizations? What was that experience like?
2. As you think about the most satisfying volunteer experience you had, what was key?
3. What other organizations do you support with your philanthropy?
4. Is camp among the top three organizations you support? If not, why not?
5. What do you expect from the charitable organizations in which you are involved?

**Tell me what next Questions:**

1. How can we get you more involved with us?
2. To what extent does our mission (vision, work) dovetail with your beliefs? How so?
3. If you could pass along a lesson to (your grandchildren) (other organizations like us) what would that be?

**Follow-up Questions**

* How so?
* What is most important to you?
* What do you think about that?
* Can you give me an example of what you mean?
* Can you say more about that?
* How did that come about?
* What did that mean to you and your family?

With much appreciation from The Osborne Group [www.theosbornegroup.com](http://www.theosbornegroup.com)