

Negotiating Gift Amounts: You ask a donor for \$500,000....you make the ask with the awkward silence and waiting...and the donor says....I'll give you \$10,000. What do you say and how do you say it?

Compilation of responses:

- Did you do your 'homework' as the gift officer prior to this ask? Was a gift of \$500K feasible?
- Can we make that part of an annual gift?
- What factors contributed to your decision?
- Can we talk about your vision for this gift and the impact your support will make?
- Thank you. Every gift is important, but let me tell you what a gift of \$500K would mean to our organization and the impact it would have.
- Highlight benefits of a larger investment, i.e. naming rights, etc.
- What kind of impact do you hope to make with your gift?
- Could we discuss a multi-year gift or incorporating part of the gift into a planned gift?
- Is there another project that may be of more interest to you?
- You are a leader in the community and can have a transformative effect on.....(program, organization, etc.) A gift of \$500,000, as we previously discussed, would do just that – it would change lives. Would you reconsider increasing your contribution?

Radio Silence: You had a great qualifying visit with a donor and agreed you would set up a meeting with the President or Program Director for a cultivation meeting. Now the donor will not return your calls or emails. What do you say and do to get them to respond?

Compilation of responses:

- Reset letter – inquire if their circumstances or wishes have changed – “contact me when they are ready”
- Find someone in their network to reach out – i.e. peer, campaign chair, board member
- Have someone directly involved with the program or project of interest reach out to them – provide program updates
- Stay in touch incrementally – birthday cards, notes, thinking of you, articles of interest, etc.
- Is their contact information current? Check your database...research
- Establish deadlines – create urgency
- Stop by unannounced
- Invite them to an event
- Send handwritten, personalized notes
- “Let me know what we need to do to bring you back”
- Show up at places they tend to frequent with the hopes of ‘running into them’
- Voicemail – take the pressure off, ask when a better time to connect would be
- Make no assumptions on why they haven’t responded
- Have the President/CEO personally reach out – share inside program information
- “Just want to know where you stand”...

Speed Dating Recap

1. Creative ways & words to secure a meeting

- Name drop to find a connection
- Talk about commonalities
- Listen – meet their needs...when/where would be convenient for them to meet
- Ask the right questions
- Key words: Partner, Win Win, Expert
- Ask engaging questions, i.e. Have you heard about all of the changes at XYZ?
- Ask for their advice
- Ask a board member or ally to reach out and secure a meeting with them

2. Creative ways to show impact to a donor

- Send pictures, videos, testimonials, hand written notes from program recipients
- Report numbers, i.e. measurable objectives
- Ask “What’s important to you as a donor?”
- Vividly explain programs and impact...put faces to the programs, highlight how you have changed lives
- Ask them to fund a very specific need and report back

3. Top qualifying questions

- Let’s dream a little...if someone left you a million dollars what would you do with it?
- Tell me about your experience (i.e. with your organization’s programs)
- What has your experience been...as a program recipient...as a donor?
- What do you see down the road for the organization or program?
- Who is important in your decision making about your philanthropy?
- Why us? Why now?
- What is your timing?
- Are you open to learning more about being a donor? Or ... are you open to learning more about how you can make a further impact on our mission/programs?