

Open Wide... It's Time to Ask

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KETCHUM

Why is *Asking* So Painful?

- You Don't Believe in the Cause
- Fear of Rejection
- Damage to Relationships
- Quid Pro Quo



Be Guided by Your Personal Experience

- How do you budget your philanthropy?
- Who gets money and who does not?
- How do you prefer being asked?
- Do you believe that dental education is worthy of support?



Do Your Homework

- Know what motivates the donor
- Be familiar with the donor's giving history
- Be aware of the donor's other priorities
- Know something about the donor's capacity



Don't Focus on the Money

- Create a Vision
- Articulate the Benefits (to the Donor)
- Understand the Difference between “Crisis” and “Opportunity”
- Be Patient



Reduce the Pressure

- Build Rapport
- Nurture Relationships
- Create Understanding
- Establish Urgency
- Demonstrate Sincerity



Listen More Than You Talk

- Are there “*issues?*”
- What *matters* to the donor?
- What does the donor *want* to do?
- If there is an obstacle, is it *capacity* or *interest?*
- If *you* were this donor, what next step would be right for you?



Value the Donor

- Not Just Another Prospect
- Not a Rating
- A Friend, Colleague, Member, or Patient
- Busy, Stressed, Under-Appreciated
- Afraid



When the Time is Right...ASK

- The Way You Would Like to be Asked
- In Private
- In Person
- With Polite Guidance
- With Passion



It's OK to be Nervous

- This is not your routine
- There is a lot at stake
- You are asking because it is *right*, not because it is *easy*



Find the Right Language for You

- My family and I...
- Would you consider...
- Is a gift in the range of <x> right for you?
- Our plan calls for 25 gifts of \$100,000. Is that where you would feel comfortable?



Don't be Embarrassed

- “Hat in Hand” does not work
- This gift is *not for you*; it is for the donor
- Don't *bid down* to a lower gift
- If we've guessed wrong, where are you more comfortable?



Don't *Talk* Your Way Out of a Gift

- Respond to Questions
- Address Objections
- Give the Donor Time to Think
- Put Yourself in the Donor's Shoes



Know When to Hold

- Is there something I can do to persuade you to give at a higher level?
- Would you like to make a larger gift if you thought you could?
- Would you consider an estate plan in addition to this gift?
- If you had more then the 5-year pledge period, would you continue at this level?



Know When to Fold

- Be Gracious
- Express Thanks
- Cement the Relationship
- Make the Donor Feel Good Regardless of His/Her Gift



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