

# Making The Ask And Making It Work

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# Some Philanthropic Causes are Instinctive

- Church or Synagogue
- Alma Mater
- Children's Hospital
- Tsunami
- Katrina



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# Some Philanthropic Causes Must Compete for Market Share

- Global Issues
  - > The environment
- Causes We Take for Granted
  - > Healthcare
- Causes We Pay For
  - > Arts

# Fundraising for Dental Education has Elements of Each

- High Impact on All People
- Central to Overall Health
- Limited Philanthropic Culture
- Need is Not Clear to Many
- Because Everyone is a Prospect, No One is a Prospect

# *Our Legacy – Our Future* will Transform Philanthropic Support of Dental Education

- Converting Modest Donors to Major Donors
- Stimulating First-Time Gifts from Many
- Positioning Oral Health as a Philanthropic Priority
- Seeking Collaboration on Specific Projects
- Building on the Framework of Organized Dentistry
- Stimulating Support from Dentists and from Grateful Patients



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# Commitments we seek will be Transformational

- For Partners in Dental Education
- For the Donor
- Near Top of Donor's Budget
- In Addition to Annual Giving
- Focused on Dental Education



# *Transformational Gifts Demand...*

- A Thoughtful Plan for Each Prospect
- Face-to-Face Interaction
- Well-Prepared Teams
- Multiple Visits
- Relationships that have been nurtured



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# Why is *Asking* So Painful?

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



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# 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?



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# Reduce the Pressure

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



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# The Biggest Challenge

- Getting an Appointment
- Dedicating Time
- Overcoming Objections to the Appointment
  - Too busy
  - Too poor
  - Not interested
  - I'll send you a check!



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# The “Right” Team May Include

- Multiple Partners
- Professional Staff and Volunteers
- Deans and Faculty
- Old Friends and Total Strangers

# Don't Focus on the Money

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



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# 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*



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# 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?



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# Find Common Ground

- It's been so long since I've seen you...
- While we've never had the opportunity to meet...
- I was stunned when the magnitude of the issue was explained to me...
- This is not about your gift...



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# Express Interest in the Donor

- Tell me about your practice
- Tell me about your family
- What changes have you seen in dentistry in your community?
- How involved are you in dental associations?



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# When the Time is Right...ASK

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

# Ask!

- Would you consider...
- Will you join me...
- Is a gift in the range of <x> something you would consider?



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# Take a Breath and Wait for a Response

- Why me?
- Why dental education?
- Why so much?
- Why now?



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# 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



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# Respond to Objections

- I give all I can afford to my Dental School.
- I make gifts to so many dental-related projects; I cannot do more.
- I paid my own way; why should I help others?
- I had such a bad experience in Dental School; I would not give a cent.

# Don't Expect a Response on Your First Visit

- Find Ways to Continue the Discussion
- Raise Sights
- Refer to Benchmarks
- Remind the Donor of the Vision
- Treat the Donor as a Philanthropist...  
not as a Dentist or Patient



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# Control the Next Step

- Can we set a date now to talk next month?
- How much time would you like before we talk again?
- May I call you in a week or so?



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# 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

# Remember

Generosity is  
Rooted in *Character*,  
Not *Wealth*



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