**WORKSHEET:**

**EIGHT** **ELEMENTS OF A SUCCESSFUL SOLICITATION**

**(The Ask!)**

If more than one NPO representative will join the meeting with a donor prospect,

all will need to agree, in advance, who will be responsible for each section.

**(1) THE INTRODUCTION:**

Thank you for seeing us, etc.

**(2) UPDATE ON YOUR NPO:**

NPO’s growth over past years

NPO as resource in the community

NPO’s recently completed and very successful year

**(3) PRESENT A CASE FOR THE CURRENT CAMPAIGN:**

**(4) FUNDRAISING UPDATE:**

(Provided by NPO staff)

**(5) PERSONAL TESTIMONY:**

Ideally, this section is tobe done by theLead Solicitor

"Stretch" gifts are not easy. Lead Solicitor should tell his/her story about how and why he/she made the “sacrifice”.

**(6) THE ASK:**

Pull out the gift chart (here or earlier)

Ask for the **specific amount** the screening committee decided. (Use term “Consider”, if this makes it easier. Use “join us/me” by contributing X amount.)

**(7) ASK FOR VOLUNTEER ROLE (If appropriate):**

**(8) CLOSING:**

Hand over the proposal

Suggest that it would be great to have this gift because…..

Ask when they might be able to respond. (Suggest one week.)

Thank, thank, thank.