

# The Art of Asking:

## HOW TO ASK DONORS FOR GIFTS

DATE: SUNDAY, NOVEMBER 11, 2012

**Location:**

Congregation Bnai Yeshurun  
641 West Englewood Avenue Teaneck, New Jersey 07666  
In the Social Hall

**Instructor:**

Norman B. Gildin, President, Strategic Fundraising Group LLC

**Sign-in & Refreshments:**

8:30 A.M.

**Program Time:**

9:00 A.M. - 12:30 P.M.

**Overview:**

One of the most crucial responsibilities of a Development executive or representative is to secure gifts from donors through face-to-face solicitations. This is the most cost effective approach to fundraising and it can yield great results. Understanding the process will help you increase the odds for achieving success.

**Objectives:**

- To identify the right donor for the right ask.
- To learn the fundamental truths to understand when asking for a gift.
- To learn specific strategies to employ when soliciting for a gift.
- To avoid making common errors when seeking a donation.
- To overcome nervous habits when making "The Ask."
- To understand the role of the Development representative and the volunteer or board member when asking for a gift.
- To prepare you for and to anticipate different donor responses to "The Ask."
- To understand the steps that follows a solicitation.

**Target Audience:**

This seminar is appropriate for Development executives, volunteers, board members, administrators and all those involved in raising funds on behalf of a not-for-profit organization. This program will be helpful for the small to the large fundraising operation.