

Boards and Fundraising by Burke Keegan

How to Ask for Money Ten Rules to Live By

1. Don't say "no" for anybody: **"He'll never give" is probably your fear talking. Let people say no - or yes - for themselves.**
2. Don't sneak up on anyone: **The prospect must be ready to hear your pitch. Anything less is an ambush - and doesn't work.**
3. Don't play "Guess what number I'm thinking": **Do your homework, ask for an appropriate amount and be prepared to negotiate.**
4. Don't apologize: **If the work your non-profit is doing is important, what is there to apologize for?**
5. Don't rush or assume that the prospect knows what your non-profit does, or why that work matters: **Tell your story.**
6. On the other hand, don't talk too much: **Good asking is at least half listening**
7. Don't wait until your presentation materials are perfect: **Stop procrastinating and go do some fundraising.**
8. Don't ask for a major gift via phone or mail: **If someone can write a big check, she deserves to be asked in person.**
9. Don't forget to thank everyone: **Personal notes are required after every prospect meeting.**
10. Don't neglect to write your own check: **Give at a sacrificial level and there's no one you can't ask.**