

Keys to Gift Solicitation

Research

- Complete donor prospect form.
- Understand what motivates the donor.

Create Solicitation Approach

- This is not a “wing it” presentation.
- Identify a story to incorporate in the ask, particularly one that relates to the area of ministry they care about.

Practice

- Rehearse out loud in front of a mirror.
- Check your countenance. Smile.

Get the Appointment

- Be specific.
- Have your calendar available for alternate dates.
- Make sure the donor knows why you are coming/calling. “I want to talk with you about the school, plans for the future, and your involvement.”

Anticipate Objections

- Write down possible objections prior to the visit.
- Create a response for each objection.
- Remember these key words, “I understand.”

Be Prepared

- Have any needed equipment in good working order—commitment card, projector, DVD, website videos, etc.
- Be familiar with video call technology and screen sharing.

Ask for the Gift

- Express appreciation for the appointment.
- If in person, accept hospitality.
- Be intentional with small talk, and don't take too much time.
- Give conversational presentation while seated.
- Ask and then be quiet.
- Be an active listener and watch body language.
- If the response is “no” or was an exclamation about the large size of the request, remind them of the sacrifice needed, and ask again.
- If necessary, stay with the size of the request but stretch out the payment period.
- Or, go back to the original time period and reduce the size of the request.
- If an additional meeting is necessary, schedule the meeting before you leave or end the call.
- Always express gratitude for their time and consideration.