

THE ASK



The Association for
Biblical Higher Education

Formerly *The Accrediting Association of Bible Colleges*

Terry Munday

Fred Scripture



"The silver spoon in my mouth turned out to be a clever plastic replica."

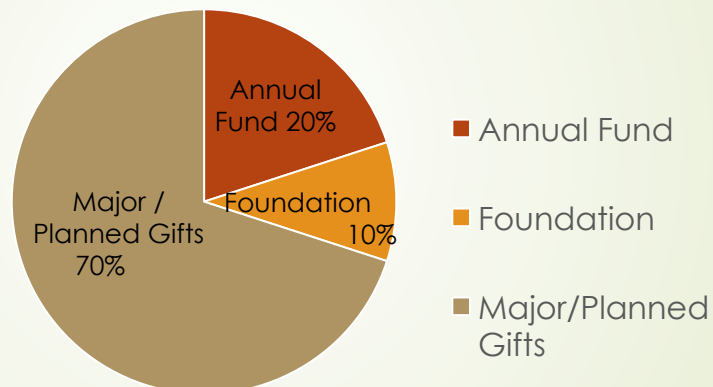
■ "The almighty dollar bequeathed to a child is an almighty curse. No man has the right to handicap his son with such a burden as great wealth. Will my fortune be safe with my boy and will my boy be safe with my fortune."

■ Carnegie

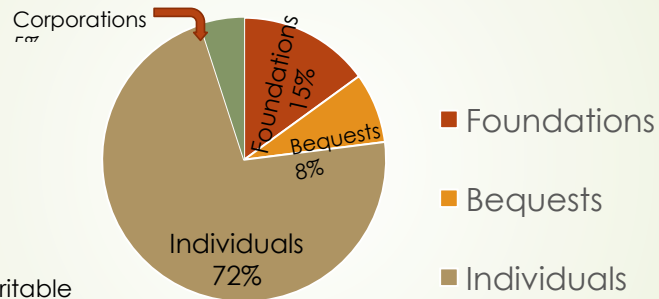
■ "Inherited wealth is as certain death to ambition
■ as cocaine is to morality."

■ Vanderbilt

Money and Donations Come From 4 Areas



2014 – Sources of Charitable Giving



Majority Charitable Dollars Went to:

1. Religion – 31%
2. Education – 16%
3. Human Services – 12%
4. Foundations – 11%

US Total Donated
\$400 Billion

Important Actions

- If you want money, ask for it
- Be quick to thank people for their gifts
- Donors require maintenance

Key Times for Giving-Key times for Asking

- 24% given between Thanksgiving and the end of the year
- 34% given during the last 3 months
- 74% of people will give during the holidays
- 60% of people plan to give \$100 or more
 - Gap Calls-Van

Why people give at these times:

- Tax benefit
- Spirit of the season
- Charities are making appeals

Key Secrets to Fundraising:

3 “C” Principal

3 “C” Principal includes:

- **See** the people
- **See** the people
- **See** the people

Personal Solicitation is the best method

- Direct Mail – 1-5%
- Telephone – 25% -40%
- Personal – 75%-85%

“If we wait until every thing is perfect before making the ask, we have the prescription for never asking.” -Tom



Knows the stories of the institution



Good Fundraising

- People give to people
 - Tom Stone
- People give to people with a cause
- People give to people who ask



Qualities of an Effective Asker

1. Passion for the cause
2. Persistence
3. Ability to listen



Successful Fundraising Costs Money

- Estimate \$400,000 to \$2.5 million=\$10 million in new revenue
- Research in Giving
 - Most major giving and planned giving began as alumni givers
 - An alumni making a gift of \$1 million will made their first gift 20 years earlier
 - “Shows persistence not rapid persuasion”
 - 78% of planned giving donors gave 15 or more gifts during their lifetime to the college named to their will
- Good Advice
 - “The donors who are already supporting your organization are your best source for your next gifts”

Hierarchy of an Ask

1. Make first ask a non-monetary ask
 - Event on campus
 - Serve as a volunteer-mailings
 - Read your case for support-Jim and Rachel
2. An ask for money
3. Ask them to open their network of friends
4. Ask for an upgrade or recurring gift
5. Ask for a planned gift
6. Ask for Leadership gift for Capital Campaign

Why People Don't Give to your Organization

1. Never asked
 - Number 1 reason people do not give
2. Not educated about your organization
 - Potential donor + Organizational Knowledge=**
A Potential Ask
 - **Potential donor + Organizational Knowledge+**
Involvement with Organization+ Good Relationships=
Larger Capacity Donor

Salvation Army – Stanford Study

Why People Don't Give to your Organization (Cont.)

3. Lack a relationship

- Relationship requires time
 - Donor needs to know you
 - Get their advice and ideas
 - Donor involvement and engagement
- Brooks Fortune-Foundation Proposal
 - Drive from Indy - Visits to home in Indy and Florida
 - Gaither concert - Son speaks at commencement
 - Dinner

Ways to Build a Relationship

- 1. Attend events on campus
 - Concert series, Lecture series, musicals
- 2. Campus Tours
- 3. Discover their interest
 - Nursing, Music, Ministry
- 4. CAC
- 5. PACE
- 6. Board
- 7. Speaker in chapel
- 8. Symposium
 - Jack Holmes
- 9. Commencement Speaker



Work Smart

- Gifts with a relationship.....5 to 1
- Gifts by referral.....8 to 1
- Gifts by cold call.....10 to 1



The Ask

- Hardest part of making the ask is getting to the appointment
- The process is 85% complete when you are sitting in their living room

The Ask

Requires a
yes or a no
answer

-Not... "I
hope at
some point
you will
consider."

-Not... "I'd
really like it
if you
would
consider"

Always
expect a
"yes"

A Good Ask

► Is an actual question???

- Invite a person to take a step on behalf of your cause
- Asking for a specific amount



The Ask

- Proper ask is when the prospect is...
 - asked by the right person
 - asked at the right time
 - asked for the right gift

Tom



The Ask

•A “no”---

does not complete the process of an ask

Why did they answer with a “no”?

1. No great feeling or involvement with institution.
2. There is a lack of interest in this specific project.
3. I asked for too much-amount.
4. The timing is a factor.

The Ask

2. The donor is asked to write a check
3. Ask for a specific amount-no range
 - Westerville, Ohio
 - Rule of thumb (10-20 times annual gift)
4. Use staff and president, CEO
5. Use two volunteers
 - One to share vision
 - One to make the ask
 - One who has a relationship
6. After ask (SILENCE)
7. Minimal amounts of materials

Tips During An ASK

- Smile early & Often
- Stand or sit tall
- Sit toward the front of your chair, lean into your ASK
- Be physically accessible. Don't cross your arms.
- Good voice inflection, speak with volume.
- Express gratitude for visit.
- Be curious. What do you see in the room?
- Make intentional small talk – kids, vacation, work projects, hobbies, likes & dislikes.
- Give compliments



Rules to Observe When Asking

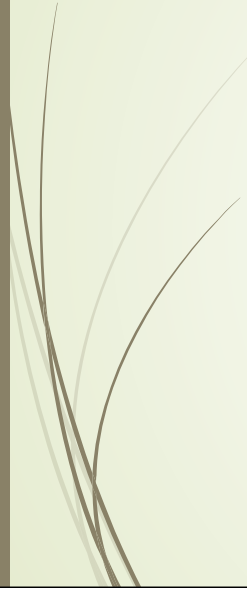
- Make your own gift first
- Know your prospect
- Listen to what the prospect says
- Emphasize the prospect's interest
- Ask for a specific gift
- Remain positive and focused
- Counter objections with facts
- Manage the follow up
 - Pledge Card
 - Next Appointment
 - Report Results

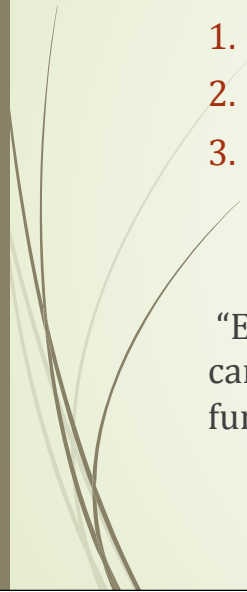


■ Errors to Avoid in Personal Solicitation

(The Public Management Institute) Conrad

1. Not asking for the gift
2. Not asking for a large enough gift
3. Not listening – talking too much
4. Not asking questions
5. Talking about the organization and its approach rather than about the benefits to its clients
6. Not being flexible, and not having alternatives to offer the prospect
7. Not knowing enough about the prospect before the solicitation

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- 
8. Forgetting to summarize
 9. Not having prearranged signals between solicitation team members
 10. Asking for the gift too soon.
 11. Speaking rather than remaining silent after asking for the gift - Ros
 12. Settling on the first offer that a prospect suggests.
 13. Not cultivating the donor before solicitation
 14. Not sending out trained solicitors



What do you share?

1. Fiscal integrity of the organization
2. Stable Leadership
3. Their Passion- “make them cry”
 - Appeal to the heart not the head

“Everyday we have students either drop out or cannot get a Christian education because of a lack of funds”

Story of Elliott Miller

What do you share?

4. Specific amount on a concrete item

5. Show people that they can make a difference

6. Explain the benefits

7. Make it personal

8. Sense of urgency

9. Naming Opportunity

-Tax deductions, (study reveals that the impact of taxes on giving ranks third most important motive)

-Percent spent of their gift

-The project can't be delayed. Time is working against the project.

Ask People Associated With the University

1. Board

2. Faculty & Staff

3. Alumni

4. Advisory Groups

5. Volunteers

6. Current Donors

7. People Who Attend Events



Make the Ask

- ▶ No reason to spend more than 12 months in conversation
- ▶ Worst they can say is “no”
- ▶ First gift will not be their largest
 - ▶ Think about 2nd and 3rd gifts



Variables that predict the amount of the gift

- ▶ Income-greatest correlation
- ▶ Leaving a legacy
- ▶ Identification with a project

Challenge Gift

1 - 1, 2 - 1, 3 - 1
Challenge gift will
increase the
probability that the
donor will give.

Announcing a
match will
increase revenue
per solicitation by
19%.

Andrew Carnegie
Larry

Best “Planned Giving” Prospects

“Loyal donors”

- 10-20% of organization's donor population.
- Make up about 90% of planned gifts
- 41% have made 10 years of consecutive giving to annual fund
- 50% have given 9 or more times but not consecutive years
- 77% have made 15 or more gifts to annual fund in their lifetime

→ Key is not size of gift but consistency in giving

→ Most planned gifts are now known by charity until death

Estate planning

Charitable Interest

A percentage of an estate-child's portion or tithe

7 years to cultivate a planned gift

Planned gift typically is 10/20 times a donor's largest annual fund gift or 1% of their total assets.

Average planned gift is 10-25 times the annual fund gift

Average planned gift is \$35,000-\$75,000

Evaluating Results Engagement Metric Score (EMS)

Purpose

Who has a relationship with your college/university



Identify Prospects for Development

1. Annual Fund

2. Major Gifts

3. Planned Gifts



Who should the Advancement/Alumni Office spend their time with?

Engagement Metric Score (EMS)

Criteria	Possible Points	Score
Alumnus with Degree	0/3	3
Alumnus(Attended but never graduated)	0/1	0
Parent(N/A, Past, Current)	0/1/2	2
Married to Alumnus	0/1	1
Served on a College Committee	0/3	1
Served as a College Bd Member Past/Current	0/5/10	5
Staff/Faculty/Retiree	2/4/6	6
Involved in Athletics/ Music/Extras Curricular)	0/2/4	2
Purchased Alumni Directory	0/1	1
Total	31 points	21 points

Engagement Metric Score (EMS)

Giving	Possible Points	Score
Cumulative Giving 0/0-\$4,999/\$5,000/\$50,000/\$50,000-\$100K/\$1 Million	0/1/2/3/4/5/7/9	5
Annual Total Giving in Last 2 years 0//\$1-499/\$500/\$999/\$1,000-\$2,499/\$2,500-\$4,999/\$5,000-\$10,000/ Above \$10,000	0/1/2/3/4/5/6	4
Consecutive Giving 0/3 years/5 years/10 years	3/5/10	5
Years with Increased Giving 0-2 years-3 years-5 years	0/3/5	5
First Time Donor	0/2	2
Restricted Gift (Scholarship, Music, Nursing, Athletics)	0/2	2
	34 Points	EMS Total <u>23</u>



Engagement Metric Score (EMS)

0-10	Continue Direct Mail
11-20	Visit from Alumni Director
21-30	Visit from Advancement Office
31-40	Receive Invitation to Special Banquet
41-65	Visit from President, Insiders Club, Etc.



90% of the GIFTS
come from
10% of the PEOPLE



QUESTIONS

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