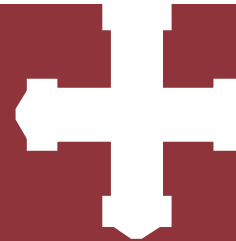


# Major Gifts Exercise: Designing “the Ask” Visit Resource 1.13



Write bullets which outline the ask you are going to make to a specific person for a specific ask.

(Use this for a role-play with critiques or with co-askers.)

The solicitation should take about 20 minutes.

1. The introduction (two minutes)
  - a. Why are you here?
  - b. What is your common ground?
  
2. The preliminary to the ask (eight minutes)
  - a. Review the case.
  - b. If the donor gets bored, ask questions in which the donor states the case.
  - c. Ask if you have been understood.
  
3. The ask (two minutes)
  - a. A specific amount is asked for and silence follows.
  - b. Conversation and negotiation (six minutes) (imagine possible negative responses and how you would face them in conversation.)
  
4. The ending conversation (two minutes)
  - a. Restate the case summary.
  - b. Restate the “ask.”
  - c. Restate the benefits of the gift (two-three minutes).
  - d. Establish the next step.

