

# Resource: **6 Steps to Asking for Money**

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1. Who are you? How are you connected to the organization? Why are you here?
2. What does your organization do? What is the mission and vision? What are the organization's values? What is its history?
3. What is your organizational story? Why would a donor care? How does your organization's work connect to what the prospect cares about—what they are passionate about? Does your work and their concern align?
4. What is the gap? What amazing work are you doing now? What else could you do if this donor invested time, talent, or treasure?
5. What specifically are you asking this donor to invest? Do you know what you want? Have you done your homework? Do you see the the right amount flashing on their forehead?
6. What will the donor receive for their investment? Are you offering recognition? Have you imagined how you will thank them for their generosity? How will the organization express its gratitude?

## And a few more things ...

- It is your job to boldly ask. It is the prospective donor's job to decide yes or no. Ask and then be quiet. Listen. Answer their questions. Thank them genuinely regardless of their answer.
- You will not define your success by the number of people who say yes and give, but rather by the number of people who say no!
- You will not avoid asking your friends and family; and you will contribute first.
- You will not be afraid to ask people for what your organization needs; and you will always ask for a little more than makes you comfortable.\*
- Whenever you are asking someone to invest, you will speak only 25% of the time and really listen during the rest of the conversation.
- Your belief in your organization will always exceed your fear of asking.
- You will always remember that if you don't have the time to express your gratitude, you don't have the time to have real people or their institutions as donors.

Adapted From Materials Developed by Fundraising From the Heart.

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