

MASTERING THE ART AND SKILL OF THE WRITTEN ASK



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1

YOUR HOSTS



Trent Combs
Mission Increase Foundation



Amy Smith Karjala
OneAccord Partners

2

THE ART AND SKILL OF THE WRITTEN ASK



If crafting the ask feels daunting
...you are not alone.

3

ASKING WELL



Asking well is a discipline more than a secret potion.
...there aren't magic words or formulas.

4

WHAT THE ASK MASTERS KNOW



WHY



WHO/WHEN



HOW

5

THE MASTERS KNOW: WHY TO ASK



TG PRINCIPLE #1:

Every act of giving (and receiving) is first and foremost a statement about the faithfulness of God.

6

THE MASTERS KNOW: WHY TO ASK



“All who are skilled among you are to come and make everything the LORD has commanded. ”

-Exodus 35:10

7

THE MASTERS KNOW WHY TO ASK



“see that you also excel in this grace of giving. ”

-2 Corinthians 8:7

8

THE MASTERS KNOW: WHO TO ASK



Ask people who are already invested in your cause.

9

THE MASTERS KNOW: WHO TO ASK



From: "Senator Jeff Merkley" <campaign@jeffmerkley.com>
Subject: August 1, 2007
Date: July 30, 2013 10:38:32 AM PDT
To: adkarjata@gmail.com



Amy,

Exactly six years ago, I was getting ready to take the plunge and challenge an incumbent U.S. Senator.

Mary and I knew that it was a huge risk. But, after weeks of discussion, we decided to take the big leap.

We kicked off our campaign August 1, 2007, and built the biggest grassroots campaign in Oregon history. We had volunteers in every corner of the state, and small donations from across America. Together, we did it.

Six years later, I hope you'll join me again -- because there are a lot of special interests who are itching to take me out.

Big polluters. Wall Street power brokers. The Koch Brothers. They're all coming for me.

With your grassroots support, we can take on all comers, stand for our progressive values, and win.

I hope you'll take the Merkley Grassroots Challenge and commit to a \$10 monthly donation.

- **YES, Jeff! Count me in for the Merkley Grassroots Challenge.**
- I can't become a monthly donor right now, but I'll donate \$25 today.

We have a lot of work to do. Let's get started.

Senator Jeff Merkley

p.s. If just 82 more people take the Challenge, we'll blow past our July 31 fundraising goal. Will you help?

This email sent by Jeff Merkley for Oregon
PO Box 34372, Portland, OR 97233

This message was sent to: adkarjata@gmail.com. We don't want to send you email that



10

THE MASTERS KNOW: WHEN TO ASK



The only way to know WHEN is to know THEM.

THE MASTERS KNOW: HOW TO ASK



TANGIBLE

TIMELY

TIED-IN

Elements of a Good Ask: Tangible



Your champions give when they know
what their money will DO!

Elements of a Good Ask: Timely



Your champions are more likely to give to something
happening NOW!

Elements of a Good Ask: Tied-In



Champions respond when they recognize your core message

15

Elements of a Good Ask: Tied-In



Your champions are more likely to give if they can see what you want FOR them (not FROM them)

16

Elements of a Good Ask: Tied-In



An effective ask is connected to the P-E-O steps

LET'S TRY IT



LET'S TRY IT: World Vision

« Muhaba turns 8 in just three weeks! Will you help make her birthday a celebration for the whole village? Your special gift of \$125 will provide food, decorations as well as additional gifts of things Muhaba's parents and teachers think she needs. »

LET'S TRY IT: Make a Wish Foundation

« Please, while you have my letter in your hand, fill out your reply form and mail it back with your gift. By doing so, you fulfill a very ill child's dream. »

LET'S TRY IT: *Censored to Protect the Guilty*



« My co-workers thought I was crazy sending you this calendar. I told them I knew you'd send the \$5 to cover the cost and another gift to support the work (organization) is doing with (recipients). But, we haven't heard from you yet, so I wanted to make sure you have the chance to give. »

LET'S TRY IT: *Censored to Protect the Innocent*



« You've been part of this work since the beginning, so I hope you're encouraged by what we've accomplished together and energized by the work still ahead. As a volunteer in our kitchen these past years, you know the importance of good tools and equipment. That's why I am inviting you to make a gift to the kitchen equipment replacement fund. Your \$100 could buy a new commercial coffee pot and your \$500 could help add a dishwasher. »

HOW TO ASK: FOR THE REST OF US



What if our cause is a little bit trickier?

Questions and Answers

