



NGB Best Practices Seminar
***“How to Raise the Money You Need
Through THE ASK”***

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4867-FT.
ABOVE SEA
WHITEFACE MT.

THREE QUESTIONS EVERYONE WILL ASK

- Why me?
- Why now?
- What will it do?

THE FIVE STEP PROCESS

- **Know exactly what you want**
 - *With numbers and dates*
- **Prepare the conversation**
 - *Write down at least 15 responses*
- **Deliver with confidence**
 - *It's time to shine!*
- **Clarify the results**
 - *What exactly did they say or NOT say?*
- **Plan your next move**
 - *At the time of your ASK*

THE ASK

It's 2 sentences and a question

Keep it simple!!!

THE ASK into ACTION for our NBG

- A board member has a *higher capacity* to give but gives at a *smaller amount*.
- There is a strong need to raise *capital \$* but the donor only wants to invest in *athlete support*.
- A donor will make a *commitment only* if there is a committed team of athletes for 8 years.

THE ASK into ACTION for our NBG

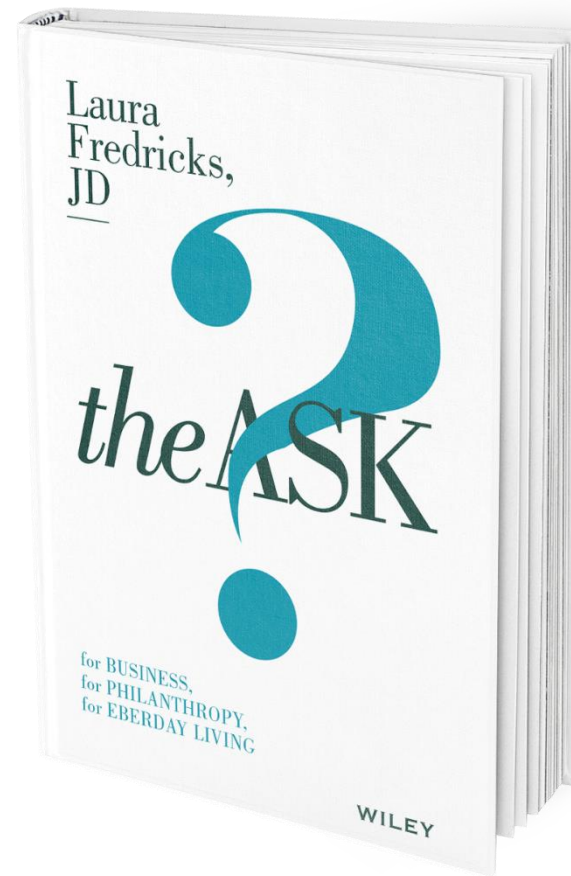
- An ASK has been made but there is no word back from the donor.
- There is a new funding initiative how can that be packaged with the need for on-going support?
- How can we motivate board members to fundraise who came on when that was not required?

A GUIDING PRINCIPLE

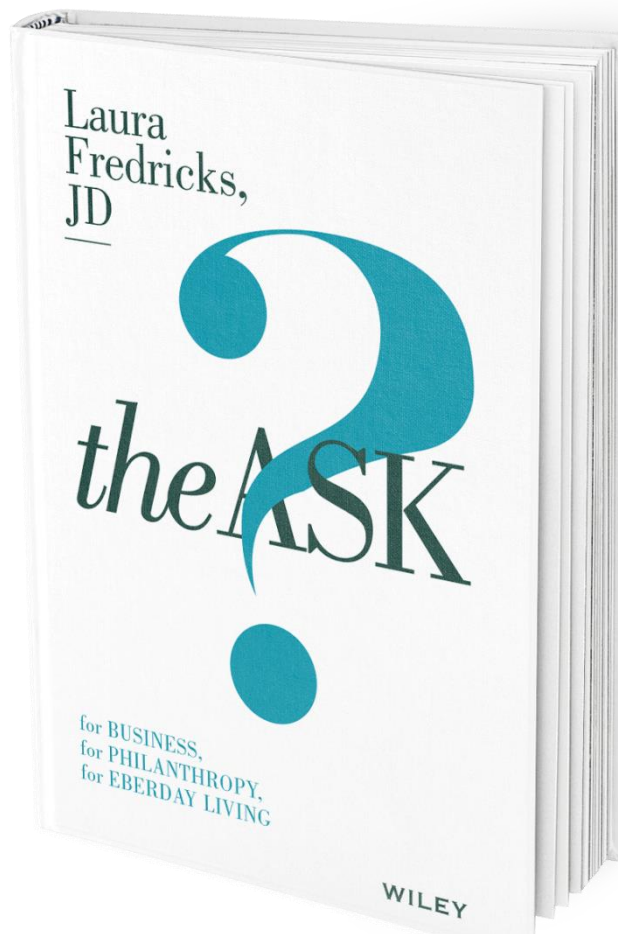
**“When you ask someone for
money
you are not taking something
away...
you are giving them the
opportunity
to feel great.”**

YOU ARE ONE ASK AWAY FROM THE LIFE YOU WANT

- Rewrite your own rulebook and find empowerment in asking
- Learn the simple five steps to craft the perfect ask
- Discover the secret of the ask – it's two sentences and a question
- Remove your Money Blockers and turn a bad ask into a win
- Conquer the hardest asks you'll ever make—the ones you ask yourself
- *Over 175 sample ASKs!*



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