

## Tips To Asking An Individual

1. Make an appointment to ask for money face to face.
2. Prepare you message – brief and to the point
  - a. Be confident and positive
  - b. Use numbers – impact
  - c. Use stories
  - d. Lead with your mission
3. Do your research
4. BE clear about the dollar amount you are requesting
  - a. Can give range
  - b. Can talk about request as high or low
5. Focus on their needs – not your own
  - a. Early in meeting
  - b. Lead with strongest opportunity
  - c. Use others if first does not resonant
6. Have materials ready if they say yes (letter, form, support materials)
7. Be prepared to listen – allow silence
8. Follow-up with thank you letter – not matter what happens
  - a. Keep engaged with ongoing communication
9. Graciously accept a no
  - a. Ask to recommend others
10. Ask again