

3 Tips I've Used to **Start Asking Bigger**



Kevin Fitzpatrick,
The Major Gift Coach



Schedule more visits!

If you want to start asking bigger, you need to get in front of more people

- + Forget the B.S. you've been told about how to schedule visits. Be Direct! Be Bold! Use this script: **"Good Morning, Bob, the reason I'm calling you today is to schedule a visit regarding Awesome Nonprofit. How does next Wednesday at 2:00pm look for you?"**
- + Stand up and smile when you call.
- + Schedule your time to make your calls and have your list of prospects ready to go before you start calling.



2

Listen during visits!

The key to asking bigger is not about what you say, it's about how well you can truly listen. How do you get the opportunity to listen? Ask great questions!

Asking these questions will help you to understand what is important to them and can help you get a sense of their capacity as well.

- + **"What organizations do you give the most to and why?"**
- + **"What has caused you to give so generously to our organization?"**
- + **"Where does our organization fit in your giving priorities?"**



3

Ask Bigger!

Once you have learned about the benefactor and what is important to them, you can choose to share only the pertinent information about your organization with them instead of the word vomit that most development professionals get trapped in.

When it is time to ask for the gift, follow these 3 tips:

- + Use this script: **"I would like you to consider a gift of \$10,000 to Awesome Nonprofit."**
- + SHUT UP! Please, please, please stop talking once you finish this simple sentence. You will be tempted to start saying a bunch of meaningless drivel after you've asked for the gift so as to ease the tension. Ask for the gift, SHUT UP, and don't speak until they respond.
- + Before you leave the visit, ask this incredibly important question that ensures there is a known plan for next steps that will increase the likelihood of the gift closing: **"When would be a good time for me to follow up with you?"**

