



## The Ask

### ✓ Be clear and direct in your ask

Make a direct and clear ask, whatever you have decided is appropriate for each prospective donor. If you have no idea, you can simply ask for a donation (no specific amount) and remind the person that you are asking that every donation matters, no matter the size. It can be very effective to share that you have your own personal goal of \$XX and that any donation that gets you closer to your goal is so appreciated. This approach usually results in donations.

### ✓ Examples

(Each can be used in either email or in-person conversations with friends, strangers, business owners, etc. You will likely want to tweak to represent your own style but though examples might get you thinking about an approach that could work for you.)

Jerry, I want to talk to you about an organization that's made a real difference in my life – Family Independence Initiative. Maybe you've heard of them? They make small, direct investments in hardworking families like me here in Detroit that allow us to accelerate our progress in meeting our goals, on our own terms and our own timelines. My partnership with them has allowed me/ my family to \_\_\_\_\_ and \_\_\_\_\_. Would you be willing to make a small donation (or \$10 donation or whatever number you think is appropriate) to FII on behalf of all the families who represent #RealDetroit? We need more

supporters like you to invest in us directly so we can continue to make progress toward our goals, and we'd greatly appreciate your help.

Other ways to make the 'ask':

Would you consider making a small donation (or a \$10 donation or whatever number you think is appropriate) to FII on behalf of our community's #RealDetroit families, families working hard to achieve economic mobility? FII invests directly in the initiative of families living in Detroit communities so they can advance their progress in meeting goals and fulfilling dreams. For my family, that meant \_\_\_\_\_.

Would you consider donating \$10 (or whatever amount feels right for the particular person) to FII on behalf of the hardworking families of #RealDetroit?

Have you seen the flyers we've been passing around the neighborhood over the last few days? I have one here – maybe I could take a minute of your time to fill you in on what it's about.

There are some wonderful things happening in downtown Detroit for sure but did you know there are some wonderful things happening right here in this neighborhood? Have you heard about FII/#RealDetroit?

Hi, I'm Ann Doyle and I was wondering if I could have a couple of minutes of your time. I partner with FII, a local nonprofit focused on alleviating poverty here in the city and we are kicking off what we are calling a #RealDetroit campaign to raise awareness of what's going on right here in this neighborhood, FII's approach is a novel one – they trust and invest in families like mine so we can have choice and control over our journeys – they understand that we don't need to be told what to do – that we know best what we need to do for our families. They provide a structure conducive to community building and communications, and access to funds we can draw on to accelerate one or more of our goals. But they leave us alone – they offer us choice and control and step out of the way. Likely a conversation will continue. At its close or during your chat, you can ask if it would be ok to hang a flyer in the window so others can check it out. If all seems to be going well, you can ask if they (or the business) would like to make a contribution.

Lots of options here – these are but a few. Use your imagination and an approach that works for you. This is not a one size fits all exercise – not all approaches will work for each of you and you will likely not use the same approach with all of your prospects. Try a few and see what feels right. If there is one thing I have learned, you definitely won't get a donation if you don't ask. So, go ahead and ask. The worst thing that can happen is the prospect says no.

