

Making the Ask

About the Presenter



Perry T. Hammock, CFRE, is a farm kid from rural Indiana. He holds Bachelors and Masters degrees from Purdue University (Boiler Up!) and has a long history in community college fund-raising. He was with Ivy Tech Community College of Indiana for 33 years, the bulk of that time as Executive Director of Ivy Tech Foundation. Working with 14 regional campuses, he participated in 21 capital campaigns and helped Ivy Tech raise \$100 million in private charitable support over his last three years there, including planned gifts in excess of \$28 million.

He took a wonderful assignment in 2014 to be Executive Director of the Indiana Bicentennial Commission and shepherd an appointed commission and hundreds of volunteers in Indiana's 92 counties through a meaningful celebration of 200 years of Indiana history, while focusing on a brighter future for Indiana's children. Following that adventure, in 2017 he started Vitruvian, LLC, a consulting practice which lets him pursue his love of connecting institutional vision with philanthropic intent for two-year colleges.

Perry served 12 years on the national board of the Council for Resource Development, and still laments its demise. He also served 8 years on the board of CFRE International, the global independent credentialing body for fundraising professionals.

His publications have included "The Legal Beagle", a quarterly news article directed at legal issues and "Community College Endowments" published by the American Association of Community Colleges and TIAA-CREF. His article on the IRS' new 990 form was featured in the Community College Times.

Ask him about his new grandson ... he likely has pictures!

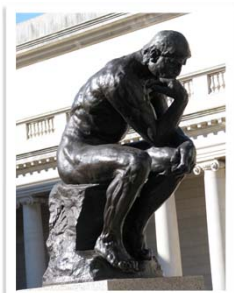
The Art (and a little science) Of Asking For Money



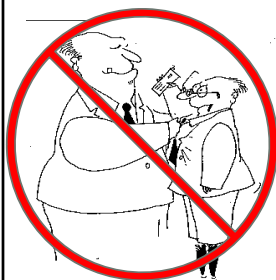
Perry T. Hammock, CFRE
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Pre-Plan Every Call

- Needs Analysis – ROI mix
- Your Points of Difference
- Likely Objections & Strategies
- Best Possible Outcome
- Least Acceptable Outcome
- Exit Strategy
- Closing Strategies
- The Goal is to 'Prepare for Surprises'



Etiquette of Sales. We...



- Can "dollarize" the value of any project we present
- Are openly committed and passionate
- Treat clients with respect
- Did our homework – on them
- Offer opportunity to be part of something transformational
- Promise to listen to their needs – and respond

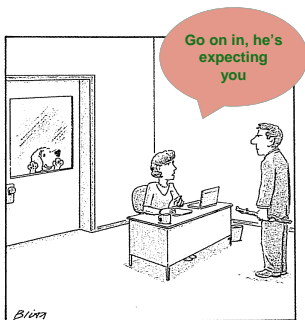
You Have To Get the Meeting

- Paths to Success
- Make the Call
- Letter of Intent
- Connection
- Passion
- Knew you'd want to hear more
- 30 minutes T - TH
- Business – not food



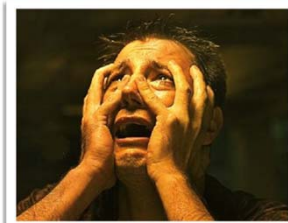
How Do You Know They Are Ready to Consider Your Proposal for a Gift?

- They take your call
- They accept your meeting
- This is not their first rodeo, and you are likely not that persuasive!



Great Askers Embrace Nerves !

- A little adrenaline
 - Sharpens the senses
 - Sounds like passion
- Too much-not so good
 - Lose focus, strategy
- Why be too nervous?
 - Lack of preparation,
 - Weak strategy,
 - Wrong team or project.



You will survive this half-hour

Shut off your Darn Phone

- Nothing says, "You aren't important" louder than checking a buzz, or a volunteer solicitor stepping out.
- If you cant be in the right now, be somewhere else!





It's showtime, folks!

SOMEONE HAS TO ASK FOR THE ORDER!

- With Vigor, with Passion, with Commitment
- Without Apology or Shyness
- With a specific amount, time, and benefit set
- Simply, Quickly, Smoothly

Do Business First

small talk later

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- Build rapport then get on with it
- We have an exciting project, one we think you will find compelling
- If not there to ask for money, tell them
- Ask series of knowledge Qs



"By God, gentlemen, I believe we've found it—the Fountain of Funding!"

Dare To Defer

- Yes you the expert, the one who has the answers. But..
- Asking questions is the best way to build rapport and break down barriers
- Take the plant tour, house tour, photo tour, (afterwards)!



Listen for the Gift


- 75% of meeting should be listening
- Hear their passions, motivations
- Ask them what they think – and care about their answers
- Use this to inform your ask – to be sure you are ready



Always Create Value


- for your donor – don't ask for you – ask to help them






Is Our Timing Right?

- Assess readiness – pick path
- If time is truly not right – go to least acceptable outcome plan



Ask or Move to LAO?

- This has been a great visit, I am so pleased that you're interested in this project. Let's get a date for our next visit – how is next Tuesday at 3?
- You may get another visit, or may get moved to the ask but...
- You are ready for either occurrence
- Let's assume "What do you want me to do?"



The Set-up

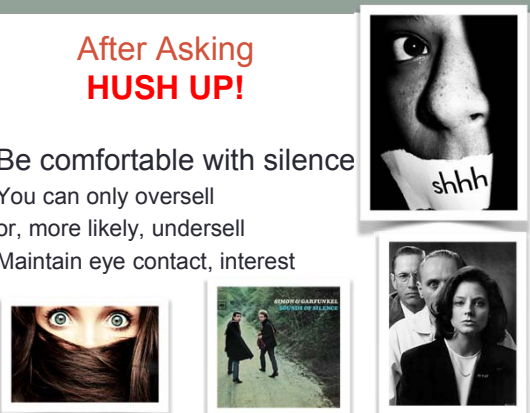
- You've had a good life
- You've raised a great family
- You've built a important business
- You've been a leader in this community
- You've made such a difference with your past gifts to help...
- What is your dream for the future?
- How do you want to be remembered?

The Moment of Truth

- Case has been built – in their terms
- Stressed relevancy, drama, urgency
- Tell story, don't cite statistics
- Tell how important their leadership or participation is
- **Would you to consider (can we count on you for) an investment of \$\$ in this project?**

After Asking **HUSH UP!**

- Be comfortable with silence
- You can only oversell
- or, more likely, undersell
- Maintain eye contact, interest

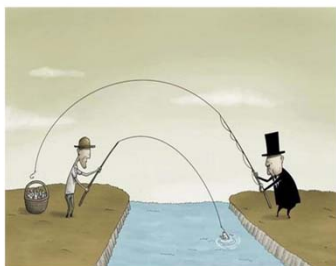


After the Silence is Broken

- Answer questions - reinforce positives
- Talk about pledge periods
- May need to mention other lead donors but not amounts
- Thank them deeply, if they say "YES!"
- Make the small talk (you'll still have time)
- Take your leave

Encourage Objections

- Turn into shared objectives
- Feel, Felt, Found
- Restate strengths of:
 - case
 - importance
 - urgency
 - relevance

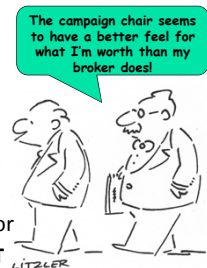


Leaving the Meeting

- Arrange a date for follow up – or to meet w/ the spouse or advisor. Have your calendar handy (not your laptop or PDA)
- Don't normally leave a pledge card
- Send a confirmation letter

The Best Askers

- Are Organized
- Call on Decision Makers
- Plan all calls – in detail
- Have a specific objective
- Listen, empathize, excite
- Encourage objections
- Spell out the ROI to the Donor
- **ASK FOR THE COMMITMENT**




Recognition as a Tool

- Remember, gifts beget gifts
- Recognition builds relationships
- Lets folks stand up and demonstrate commitment
- 75% of CGA funders also remember the charity in their wills
- What do big donors want?
 - Inclusion
 - Involvement
 - Insider Benefits
 - Time with leaders and beneficiaries

Required Reading


And thanks to:

- Jerold Panas, for "Asking"
- Jeffrey Fox, for "How to Be a Rainmaker"
- Zig Ziglar, for "Secrets of closing the sale."



Thanks for Playing!

- You Can find me at
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Asking for Money

The (Many) Components of Successful Solicitations

- 1. Institutional Readiness and Preparation**
 1. Heroic Vision
 2. Compelling Projects
 3. Trust and Reputation in the Community
 4. Leadership
 5. Involvement
- 2. Preparation for Solicitation**
 1. Dollarizing Projects
 2. Leading by Example
 3. Opportunity Offers
 4. Differentiation - Value Proposition
- 3. Institutional Expectations**
 1. The 3-Legged Stool
 2. FR Expectations
 3. Metrics
- 4. The Prospect**
 1. Homework
 2. ROI Analysis
 3. Time Commitment
- 5. Pre-Meeting Preparation**
 1. Team Selection
 2. Strategy
 3. Outcomes - BP and LA
 4. Stories
 5. Plan B and C
- 6. The Call**
 1. Getting the Meeting
 2. Etiquette
 3. Listening
 4. Rapport
 5. Creating Value
- 7. The Ask**
 1. Shifting to the Case
 2. The Words
 3. The Silence
 4. The Objections
 5. The Response - IUR and FFF
- 8. The Close**
 1. Next Steps
 2. Next Visit Date
 3. Acknowledgement and Recognition

