the Artful asker
www.MarcyHeim.com
The Mindset and Methods for YOUR Major Gift Success!

# *2019 AFP ICON*
# *How to Ask For Anything! Artfully!*

**Marcy Heim, CFRE, PLCC, CSP**
**President, The Artful Asker**

WHAT: Marcy's ORIGINAL 3-SENTENCE ASK! 25 years old and tested! The EXACT words that come out of your mouth to ask for MAJOR GIFTS (Marcy's largest personal ask is $25Million). Sample asks and then YOUR ask! Apply this to ANYTHING you want to ask for!

SING: People love to give me MONEY!

WHY: A confused fundraiser doesn't ask. A confused donor doesn't give. A confused volunteer or board member doesn't help. They are unclear what you want. In life, we will be successful in getting what we ask for CLEARLY. While there are scores of nuances to the art of asking, what exactly comes out of your mouth when you speak an ask? If you are clear, your donor, board member, friend, anyone… will understand what you are asking for and respond. How we THINK about asking is key to our success.

DETAILS:

I. The power of your Mindset – setting intentions
   a. The Key to Success and taking responsibility
   b. Talking about money
   c. The Words we use

II. Making an Artful Ask – our FOCUS today
   a. The Cycle of Successful Relationships and meaningful touches
   b. Why do People Give?
   c. Who makes the ask?
   d. How much do you ask for?
   e. Rehearse/Role Play
   **f. Recipe for the Ask – Write it, Do It!**
   g. Common Pitfalls in Making the Ask
   h. Adages about Asking
   i. How your asks directs Relationship Action Plans

(name of prospective giver)

**1. You have** (compliment on connection, service, past giving, status in the community)
Answers "Why ME?"

**2. You understand** (special connection to/appreciation of the impact of the gift you are asking for)
**Answers "Why me and this project?"**

**3. Would you consider a gift of $_____ for/to** (specific use/impact)?
Answers "What we want exactly."

*then be quiet ... Marcy*

**Thank you and Invest in JOY!**

*Marcy's a proven major-gift expert, life/fundraising coach, author, speaker, singer and mom. She inspires others to create their mindset and actions for optimal giving results and joy. For 23 years she managed her major gifts team at the UW Foundation team through 3 campaigns, one $1.8 billion. She been awarded the CASE Crystal Apple and AFP Outstanding Fundraiser and has been featured internationally for 10 years. GET HER BOOK WITH THIS ASK at the AFP BOOKSTORE! Only 40 copies are available! Her book, "Empowering Your Board to Serve as Effective Development Ambassadors" guides her board educational experiences.*

Remember!

We become what we think about!
I create my life!
People Love to give me money!
Something Goooooooooods gonna happen to me!