

How to Ask for Money (and get it!)

5 ingredients in the secret sauce for successful fundraising



Recipe for success

Use the discussion questions for each of these 5 ingredients as a planning guide for your team:



A parishioner who feels compelled to give:

- Connects with the cause/is drawn to the mission presented.
- Clearly understands the need and the urgency of that need.
- Trusts the person or organization that is asking.
- Feels their participation as an individual will make a difference.
- Is easily able to give without jumping through hoops.

→ The Right Preparation

- Where are we going? And do they trust us to take them there?
- Are we consistently communicating the value that our ministry provides?
- Are we consistently communicating the needs of our parish?
- How's our track record for how we've handled their money in the past?
- What exactly is the problem we are trying to solve? What are our options?
- What is our detailed plan of how the money will be spent?
- How big of a step can we take together right now? How much do we need now vs, can collect later? Should we bundle this with anything else?

→ The Right Audience

- Who is it that we are speaking to?
- How does this change how we should present this opportunity?

→ The Right Format

- What tools are we going to use?
- What is the main point, and how can we get that across concisely?
- Are there any visuals or stories we can use to paint a picture?

→ The Right Content

In our ask, are we:

- Being clear and honest about the problem we are trying to solve?
- Emphasizing the *why*?
- Sharing a clear plan?
- Making them the hero?
- Asking for exactly what we need?

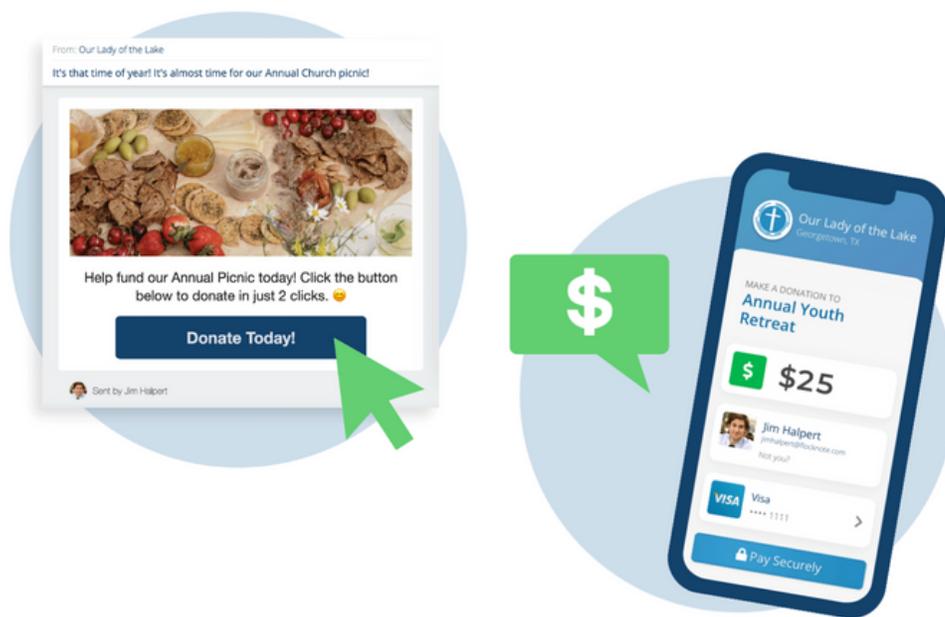
→ The Right Next Steps

- Are the next steps obvious and easy?
- What barriers can we remove to make giving as simple as possible?
- What communications will we need?



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