

# Creating an Annual Fund Campaign

November 5 and 6, 2013

## Overcoming Objections

**Objection:** *"I don't have time to talk right now."*

**Response:** "When would be a better time to call?"

**Objection:** *"You sent me a letter? What letter?"* (Or alternatively, *"There's a pile of mail on the kitchen table—bills and such—and I've been avoiding it."*)

**Response:** "Well, let me tell you about the letter."

**Objection:** *"I don't really have the time to meet. Can't we just do this over the phone?"*

**Response:** "That's up to you. The meeting takes about 20 minutes, and I'll make it as convenient as possible—I can come to your home or office, whatever works for you. This just works better if we meet face to face."

**Objection:** *"I can't afford the amount you're asking for."*

**Response:** "The amount is completely up to you. Let's sit down together, discuss it, and then you'll decide."

**Objection:** *"You know, I generally make charitable decisions with my spouse/partner/financial advisor/eight-year-old child/psychic friend."*

**Response:** "Is it appropriate for the three of us to sit down together? If so, when would be a good time? If not, how can I help you have that discussion—maybe the two of us could meet first?"

**Objection:** *"You know, I support so many other groups and I'm tapped out for the year."*

**Response:** "I know the feeling. Tell you what—let's take the money off the table. I'd still like to meet to thank you for your generous support last year. When you're budgeting for next year, maybe you could remember us then. So let's assume you won't be giving now—I hear that. But I'd still like to meet. When would be a good time?"

**Objection:** *"I gave because of your work on \_\_\_\_\_, but I don't like the position you've taken on \_\_\_\_\_."*

**Response:** "You know, I'd like to hear more about your concerns. Frankly, I don't like everything the organization does either, but overall I believe the mission and the work are important. Let's get together and talk about it, and then you'll decide. If you choose not to give, I certainly respect that. When would be a good time to meet?"

**Objection:** *"We're down to one income and we don't have the money."*

**Response:** "I'm sorry to hear that. Is there some other way you'd like to be involved in our work?"

**Objection:** *"This is just not a priority right now."*

**Response:** "Well, your past support has meant a lot to us. Shall we keep you on the mailing list? Is it appropriate to contact you again in the future?"

**Objection:** “*Who else has given?*”

**Response:** With donor permission, provide a list. If none: “We came to you first and hope you will lead this effort by making a gift to this important project.”

**Objection:** “*I made a big gift last year when the organization urgently needed funds. Why should I give again?*”

**Response:** “You helped solve a one-time financial crisis and we are very grateful. Now we are building on the success you made possible. We need your commitment of ongoing support to help protect your investment & ensure people continue to receive vital services.” (Customize as needed)

**Objection:** “*I don’t want to be the only one giving at this level.*”

**Response:** “We understand and are approaching a broad group of people like you who believe in the importance of this work. Making a leadership gift now will be leveraged to inspire and motivate others to give.

**Objection:** “*I can only give \$X.*”

**Response:** Suggest a pledge payable over time. Or, accept the gift and ask to approach them again at a better time.

**Objection:** “*I’ll have to think about it.*”

**Response:** “I understand. When can I call you again? Would next Thursday at 10am work for you?” (insert specific day and time)

**Objection:** “*I can’t make that large of a gift right now.*”

**Response:** “You could consider making a pledge and paying your gift over time. OR “We have other donors who have chosen to utilize an appreciated asset, such as tocks, to make this type of gift. Would that be an option?”

**Objection:** “*No... Absolutely not.*”

**Response:** Graciously accept the no; don’t poison the well.

If the answer is NO: (Per Jerold Panas [www.panas.com](http://www.panas.com))

- Is it the MISSION?
- Is it the PROJECT?
- Is it the AMOUNT?
- Is it the TIMING

Resources:

Some responses excerpted from *How to Raise \$500 to \$5000 From Almost Anyone*