



**Leadership for Philanthropy**  
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**ASKING MATTERS**  
 Webinar 3

Presented by  
**Andrea Kihlstedt and Brian Saber**  
 Co-founders of Asking Matters

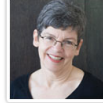


Introduction

Deb Turner, moderator



Andrea Kihlstedt, presenter



Brian Saber, presenter



Recap

**Goals of the Three Fall Webinars**

- **Resource:** Asking Matters and Asking Styles
- **Training:** Learn to ask
- **Action:** Close four gifts this year



Recap

**Last Webinar**

- Setting Up the Meeting
- Asking for the Gift

**Stories from the Field**

- Roger LaMay, WXPB, Philadelphia
- Matt Martin, KALW, San Francisco



Webinar 3

**TODAY'S AGENDA**

1. Follow Through
2. Continued Cultivation
3. Involving Volunteers
4. Maximizing Board Giving



**FOLLOWING THROUGH**



IMMEDIATE FOLLOW-UP FOR GIFTS IN PROGRESS

1. Call or e-mail donor after meeting
2. Set up next step
3. Inform/involve appropriate staff and volunteers

IMMEDIATE FOLLOW-UP FOR CONFIRMED GIFTS

1. Call or e-mail donor after meeting
2. Send written confirmation
3. Plan next cultivation step
4. Involve/Inform appropriate staff and volunteers

CONTINUED CULTIVATION



What's the **BIGGEST** and **MOST COMMON** mistake?

Not communicating until the next solicitation.

CONTINUED CULTIVATION

1. Invite to activities
2. Ask for advice
3. Send information
4. Personalize
5. Involve others

**A Few Ways to Communicate Between Solicitations**

- Personal e-mail update
- Invitation to visit the station
- Send a greeting card (holiday/birthday/anniversary...)
- Send press clipping about them
- Send press clipping about the station
- E-mail a link to something that might interest them
- Pose a question about something you are wrestling with
- Send a job posting
- E-mail good news or bad news or just news
- Invite them for breakfast/lunch/dinner with a visiting celebrity
- Ask them to host a small event
- Ask them to help with on-air fundraising
- Invite them to show the station to their children

## INVOLVING VOLUNTEERS



# 3

## REASONS TO INVOLVE VOLUNTEERS

1. Enable more/stronger touches
2. Build your relationships with them
3. Strengthen their commitment to the station

# 5

## WAYS TO INVOLVE VOLUNTEERS

1. Reviewing Lists
2. Identifying Prospects
3. Asking
4. Following Through
5. Building Relationships

# 5

## ASKING MATTERS' TRAINING EXERCISES FOR VOLUNTEERS

1. Scheduling the Meeting
2. Making the Case
3. Asking Styles
4. Solicitation
5. Hi-Low: Sight Raising

[www.askingmatters.com/style/knowledge-base](http://www.askingmatters.com/style/knowledge-base)

## MAXIMIZING BOARD GIVING



#### Asking Matters' Philosophy on Board Giving

1. No minimum giving levels
2. Give AND get
3. 100% giving – no exceptions
4. Solicit each board member personally every year

### Setting Goals for Board Giving

- Raise sights
- Dollar goals **and** participation goals
- Percentage increases
- Increase number of board gifts in top category
- Challenges

### How Much Should Board Members Give?

#### Personally Significant Gifts

- Make people think hard before committing.
- Are among the largest commitments they make.

#### No Minimum Giving Level

- Becomes ceiling instead of floor.
- Limits board membership.

### Board Led Solicitations

- Board/Development chairs make personally significant gifts
- Board/Development chairs meet with every board member  
Discuss commitment to organization, annual gift and roles
- Leadership Groups

### Staff Roles in Board Solicitation

- Support board leaders
- Partner with board members
- Solicit board members if necessary

### Reasons to Solicit Board Members in Person

- Conversations with your most important ambassadors.
- Assess board members' relationships to the organization.
- Strengthen relationships through mutual understanding.
- Chart a course for involvement in the year to come.

### Additional Board Resources

- Contacts and connections
- Material, space and expertise
- Matching dollars
- Advice, ideas, encouragement, support

[www.askingmatters.com/style/board-corner/](http://www.askingmatters.com/style/board-corner/)

### Timing of the Board Campaign

*Imagine how helpful it would be to go into the new fiscal year knowing what many of your most philanthropic individual donors plan to give?*

- Ask early in the giving season
- Establish end-date for board campaign
- Celebrate

### HOMEWORK: Close 4 Gifts

- Close gifts by December 15
- Confirm gifts in writing immediately
- Let Deb know your progress, lessons and success!

### Participate in a COACHING/CONFERENCE CALL

- Led by Brian Saber
- E-mail your questions in advance
- Discuss them with Brian and Andrea
- Date will be either November 15 or November 22

What is your give/get policy?

- We require give AND get
- We require give OR get
- We have a minimum give/get