



You'll Never Know Until You Ask!

Strategies for Successful Solicitation Calls

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Introduction

- Who are we?
- What do we do?

Session Outline

- Why it's fun to ask and how you are always successful
 - A student shares her tips
- Tips for making the ask easier
 - Before the ask: Using your resources
 - During the ask: It's a conversation
 - After the ask: How to get the money to Smith
- Share your tips for making the ask

Why It's Fun to Ask!

- You love Smith
- It's not only about raising money
- Excellent conversations
- Learning more about people
- Phone allows you to have a (two-way) dialogue

Success in Many Ways

- Record Updates
- Stewardship: Conversation is the goal
- Engagement
- Opportunity to address concerns
- Remind yourself and others about how much you love Smith
- Maybe they'll give next time because of the conversation you have now

Don't Worry About...

- Someone having just given – Thank you call
- Their reaction to the ask amount
- Silence
- Individuals who don't have a phone number or who are coded for no phone solicitation
- Someone saying, "No."

Preparing Before the Ask

- Get into the proper frame of mind
- Plan out your conversation – What will you chat about?
 - Approach with a sense of curiosity
- Use your resources!
 - How the contact form has almost everything you'll ever need
 - Keep up to date about Smith: [The Gate](#), [Tools for Volunteers](#)
- Enthusiasm – Use your personality, have fun

Asking!

- Provide reasons to give
 - Talk about great things you know are happening at Smith
 - Personalize as you feel comfortable
- Expand on your conversation
- Credit Cards
- Installments over the fiscal year

After the Ask

- Send us
 - Contact updates
 - Important notes: Feel free to keep copies
 - Gifts!: You can call or fax in credit card gifts
- Gifts may be made online: smith.edu/thefund
- Debrief and bond
 - “Asking buddy”
 - We do this at our office and at the Phonathon

The End

- Share any additional tips
- Contact us – We would love to talk about making the ask with you
- Questions?