

## **Some Sample Approaches to Asking for Money**

Modified from Karl Mattison

### **Getting to know your Donor:**

Can you tell me about what first [brought you to this place, caught your interest] about this ministry?  
Are others in your family interested?

Did you learn about being involved in [church, community] when you were growing up, or did you learn that from others as you grew into adulthood?

You've played such an important role here. Can you tell me about how your strong connection developed?

Have you thought about where this ministry/mission will be or needs to be in the future?

We feel blessed by your current support. We're able to do XXX because of it. Have you considered ways to make your giving last for future generations?

### **Asking**

Let's talk about the positive impact you can have on...

I want to discuss with you how you can help be a part of our vision [change the future] of...

Would you participate with us...

If we could find a way to solve this, could we count on your financial support?

Your gift brings...

As you know, doing this right costs money – and yet, it is so vital...

We/I want to offer you the opportunity to continue and strengthen this mission well into the future.

Would you consider a gift of \_\_\_\_\_? We'll put it to work doing ...

We hope you might consider a challenge gift of \_\_\_\_ to get things started?

Through a bequest, you can make sure this work continues long after you and I are gone.

Honestly, I have NO idea how much to ask for, but is a gift of \$\_\_\_\_ something you'd be able to consider?

## Questions Donors Might Ask You:

### ***“How did you come up with [that] number?”***

Make the donor understand that you appreciate previous gifts and they suggested to you a high level of commitment or level of passion. Talk about the total cost of the project/goal and the hope that a few leaders would be able to get a significant way toward that goal. “Because of your commitment, you seemed like someone I really needed to discuss this with.”

### ***“How much should I give?”***

“That depends on the amount of impact you want to have.”

“If you cannot feed a hundred people, then feed just one.” – Mother Teresa

“God looks at the heart, not the hand; the giver, not the gift.”

### ***“Before I make a gift of the size you’ve suggested, I’d like to meet with [someone else].”***

Don’t be offended. They may like you and respect you, but believe that someone else will have more to say about how the money is used. THAT’s who they need to trust!

**Words that help:** back, benefit, care, encourage, contribute, donate, fund, invest, hearten, reach out, serve, support.

**Words that don’t help:** Program, Services, Budget, Institutions, Needs