



Making the Ask

Introduction

- The Presbyterian Foundation established in 1799
 - One of the six agencies of the Presbyterian Church USA
- Ministry Relations Officer - The Rev. Ellie Johns-Kelley
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Why Give to You?

With increasing competition for charitable dollar

IMPACT – IMPACT - IMPACT

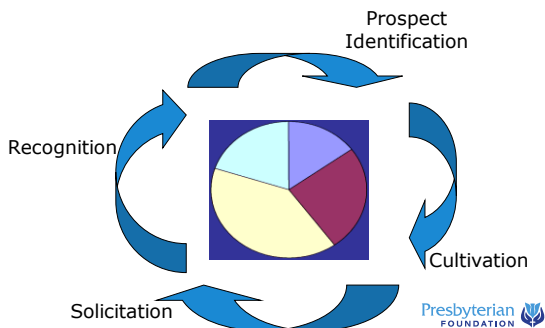
Belief in Mission
Respect for Leadership
Fiscal Responsibility

The So What?

What is one thing that you boast about your congregation? What makes you most proud? What excites you, and what about it causes you to want to be involved?

Where is one place you have seen God at work in the life of a member or in your ministry to others? In other words, where have you seen lives changed because your congregation exists and acts?

The Funds Development Circle



Research

- Define your project: scope, mission, timeframe
- Identify members who are likely to be interested
- Identify members who might be significant donors AND others who are likely to make gift, based on
 - past support of special projects
 - particular interest in this specific type of mission

Engage

- Communicate to all members the scope and how this fits with the theological mission of your church
- Invite people to learn more: who comes?
- Begin individual conversations, matching those promoting the project and those likely to support it
- Carefully note suggestions and concerns; consider them and respond with more information



Ask

- Request meeting with potential donor
- Review what has already been discussed
- Be prepared to discuss your own investment
- Ask for a specific amount
- Be silent
- If donor asks for some time, schedule a second meeting. If donor asks for more information, get it to them promptly
- THANK DONOR FOR HER/HIS TIME



Love

- Thank donor for his/her time and interest
- If reasons for a “no” include pastoral concerns, ask if you can share that with pastoral staff
- Continue to inform donor of progress and/or changes
- Life as the Body of Christ goes on!



Gift Range	# of gifts required	# of prospects required	Subtotal	Cumulative Total	Cumulative Percentage
Goal Amount: \$100,000					
\$10,000	1	4	\$10,000	\$10,000	10%
\$7,500	1	4	\$7,500	\$17,500	18%
\$5,000	2	8	\$10,000	\$27,500	26%
\$3,500	3	12	\$10,500	\$38,000	38%
\$2,800	3	12	\$8,400	\$46,400	46%
\$2,300	5	20	\$11,500	\$57,900	58%
\$2,000	7	28	\$14,000	\$71,900	72%
\$1,500	7	28	\$10,000	\$82,400	82%
\$1,000	10	40	\$10,000	\$92,000	92%
Under \$1,000	15	60	\$7,600	\$100,000	100%
Totals	54	216		\$100,000	
<small>from Marc Pitman: Ask Without Fear!</small>					

