

# **“Romancing” the Ask**

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**Tom Gaffny**

**Fund Raising Day**

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TOMGAFFNYCONSULTING



# OVERVIEW OF PRESENTATION

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- We're going to speak to a concept called romancing the ask
- We're going to talk about how you can turn a simple request into a compelling story
- We're going to share a bunch of real world examples that might help you bring new life and energy to your program...



# KEY RULE TO REMEMBER:

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“People don’t give because you have needs – they give because you meet needs.”



# HOW DO YOU DEMONSTRATE MEETING NEEDS?

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- Be specific about what's at stake
- Tie in a specific dollar amount to an important action
- Show the reader exactly how that amount will help someone ... and then tell them again



# 5 PROVEN WAYS... TO ROMANCE YOUR ASK

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- Use odd gift amounts
- Focus on one amount
- Attach recognition to an amount
- Give the donor a “deal”
- The ultimate weapon... an irresistible offer

**THANK YOU!**

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