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## Making the Ask: A Conversation Map

Everyday people are giving. People who making less than \$25k are giving twice as much of their earned income as folks who make over \$100k. Everyone Has the Ability to GIVE!

<p><b>Intro &amp; Connection</b></p>	<p>Share about your relationship to the organization and how the work impacts you.</p> <p>Make sure to give the other person an opportunity to talk, too.</p>
<p><b>Give Context</b></p>	<p>Name <u>one</u> thing you are proud of your organization for.</p> <p>Describe <u>one</u> important issue your organization is addressing.</p>
<p><b>Launch In</b></p>	<p>Remind the prospect/donor of the work's impact in your shared community.</p> <p>Ask for a specific contribution amount and say how it will help. What impacts will \$25, \$50 or \$100 make?</p> <p><b>STOP TALKING – SERIOUSLY, SAY NOTHING</b></p> <p>Now it's time to WAIT for a response. (Breathe; a 'no' is not a personal reflection on you. Your relationship will survive.)</p>
<p><b>Catapult Out</b></p>	<p>Thank the person for their time and donation.</p>
<p><b>Follow-Up</b></p>	<p>Share how they can make a donation, online or check or in person.</p> <p>Ask them how else they would be interested in getting involved on other upcoming events to look forward to.</p>