

The Major Gift Ask, Deconstructed.

This assumes the prospect has been cultivated, in person and the asking team has been provided information about the donor's capacity give.

Reinforce areas of agreement

- "Kathy, I know you care deeply about girls with low self-esteem and eating disorders. Is that correct?"
- "June, you have always been a supporter of expanding Girl Scout opportunities in Hispanic communities. Right?"

Link to the Donor's values

- "I think you are aware that Girl Scouts is addressing girls with cutting edge programs that introduce girls to models for healthy living, which is why....."
- "Our council has identified expanding Hispanic membership as an organizational priority. Therefore....."

Ask. Be Quiet.

- (see sidebar for sample language)
- Resist the temptation to keep talking once you have made the ask. Let the donor think.

SOLICITATION SEMANTICS

- I would like to invite you to consider a leadership gift at the level of \$5,000.
- I'd like to ask if you would match my gift of \$2,000?
- Could you see your way to two gifts? One, we would like you to maintain your annual gift of \$500. Second, we invite you to consider a stretch gift of \$1,500 to the campaign.
- Would you consider a challenge gift of...
- We are going to a handful of lead givers to secure the initial lead gift for our campaign...
- Would you give a lead gift in the range of \$25,000 to \$50,000 to this campaign?
- We would like to invite you to consider a gift of \$100,000 to name the new camp dining hall.
- Your gift will encourage giving among the other board members. Would you be willing to set the bar for others and for this campaign with a gift of \$10,000?