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SUGGESTIONS:

- ❑ Meet for coffee, lunch or dinner. Share good news concerning foundation's work
- ❑ E-mail or mail good news about the foundation: clipping, statistics, testimonials.
- ❑ Identify others the prospective donor may know, who are supporting the foundation.
- ❑ Call and chat about something of common interest, and bring up the foundation as a side bar.
- ❑ Send a birthday or anniversary card.
- ❑ You don't have to mention the foundation each time you meet!

STEPS OF THE ASK:

- 1) **OPENING:** Are you enthusiastic about the product? Demonstrate why you support and donate to the cause!
- 2) **QUESTIONING:** What do they think about the state of education today? Are you happy? Do you have concerns?
- 3) **LISTENING:** So what do you think can be done to improve education for our children or grand children?
- 4) **PRESENTING:** Show simple charts demonstrating educational success sponsored by the foundation.
- 5) **OVERCOMING OBJECTIONS:** Most objections are really questions. Respond honestly and never make excuses.
- 6) **ASKING FOR THE GIFT:** Make "the ask" large enough. Be assumptive with your ask. Think of "the ask" as an invitation to become involved in a great project. Allow the gift to be made over time.

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