

The GIFT of ASKING

ADOPT a NEW THOUGHT HABIT...

I need to do this
I can do this
I want to do this
I AM this.



Share the STORIES
Professional and Lay Leaders must COLLABORATE

Be MINDFUL of the ARC
Suggest Ask Invite Thank Follow-up

remember your BODY LANGUAGE!



What is your POWER POSE?

WHO do I want to BE?

HOW do I want to SHOW UP?

What ENERGY are you PROJECTING?
do NOT APOLOGIZE!

PRESENCE matters!

Be your AUTHENTIC self

Know YOURSELF

Know the DONOR

Know your PRODUCT

YOU ARE MAKING A REQUEST AND an OFFER

I understand YOU...



YOU are GIVING ANOTHER the OPPORTUNITY of PERFORMING tzedakah... to FEEL GOOD!

Be AWARE of the 3 Levels of LISTENING

- 1 Internal: all about YOU
- 2 Focused: FOCUS on OTHER PERSON (sweetspot for fundraisers)
- 3 Global: hear MORE than what is SPOKEN (Let GO of OUTCOME - to be in SERVICE to your DONOR)



ASK QUESTIONS
Open-Ended
6 words or less
Have you considered?

MAKE CLEAR REQUESTS!

- REPLIES:
- Accept
 - Counteroffer
 - Promise
 - Decline

A COMPLAINT is often a VEILED REQUEST... listen to your donors!



Be MINDFUL of the DISTINCTION of TIME you are working in

Conversation
Selling
Opportunities
Sharing good stories
Cards
People
Guilt
Pushback

CANVASSING



WE NEED TO REFRAME THE GIFT...

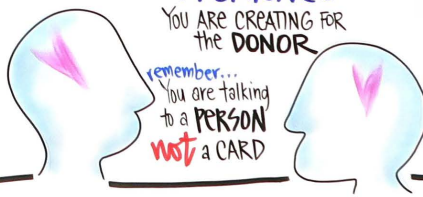
the CANVASSER is MULTIPLYING the MITZVAH

We need to GET RID of INTERFERENCE

Performance = Potential - Interference

changing thoughts will produce DIFFERENT RESULTS

I'm doing good
What's the worst that could happen?
this could be special
I could make a difference



remember... You are talking to a PERSON not a CARD

Watch the LANGUAGE we use...
"CONTRIBUTION" and "GIFT" have different perceptions for many

- "GIFT" is a multi-layered word
- It's IMPORTANT to know WHO you're talking to and what language would be most effective
- "GIFT" can be impersonal

Special helping
guilty heritage
to be JEWISH
pride
community
tzedakah lineage