



## **Preparing for the Ask & Asking for Bigger Gifts**

**2026 Raise More to do More Fundraising Summit**

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# Our goals in the next 50 minutes

- Review the homework necessary to prepare for a successful ask
- Key skills that will make you more polished
- Practice makes perfect- role play fun!
- Provide you tips to ask for more with confidence

# Before you can ask for money...know your council

- Know the mission, vision, and values of Scouting
- Know the key stats for your council (membership, budget, where you serve and the impact you make)
- Know the role philanthropy plays in your council
- What are your greatest needs?

# Before you can ask for money...know your donor

- What connected them to you? (Has anyone ever asked them what inspired them to give?)
- What is their giving history?
- What are the things they love about Scouting and your Council?
- What are the things they might not like about Scouting or your Council?

# Audience poll: Donor Insights

- Who here has asked a donor what inspired them to give?
- I would like 2 people to share what response you got.

# (there's more)

- What other organizations do they support and at what levels?
- Who makes the decisions?
- Who is the best person to ask them?

Unfortunately, the amount you need is not always the right amount to ask a donor for.

# Determine WHAT

Are you asking them to support a program, service, capital need, or ????

# Determine **WHEN**

When is the right time to ask?

# Determine HOW MUCH

The amount you need doesn't always match with the amount you can ask for, but you have to ask for a specific amount

# A few tips about asking for larger amounts

- The main reason people give the same amount year after year is because nobody asked them to give more
- Work from the concept of “With more we can do more,” and not just give us more because we WANT or NEED more
- You can always come down to a lower amount but rarely go up!
- People will not be offended. They might say no, they might chuckle, but they won't be mad at you!

# Determine **HOW/WHEN THEY PAY**

- One-time gift- (cash, appreciated securities, DAF, QCD)
- Multi-year pledge
- Blended Gift

(you might not be prepared with all of the exact details, but you need to be able to give them the options)

**Often forgotten is...**

How will you recognize their gift?

# Some examples

- Name on a donor wall
- Naming a building or program
- Other creative ways
- Do they get a patch? (just kidding...sort of !)

# Practice our Motto

All of this work gets us better  
prepared  
for the meeting

# The final steps before the big day

- Who needs to be there (couple, family, business partners)?
- How much time will you have?
- Practice, practice, and more practice!

# Role Plays

- Doesn't matter how much experience you have or how good you THINK you are
- Work through different answers/outcomes
- It's OK to be nervous, but confidence is key

# Role Play 1- in teams

What is your organization's greatest need and what would it take to bring that to life?

***We would like a few groups to share the need and the creative way that it was presented.***

# When it goes the right way

- It's an amazing feeling
- Builds your confidence for the future
- Strengthens the relationship
- Will change lives and make an impact

# When it doesn't go the right way

- Understand the difference between “no” and “not now”
- What could you have done differently?
- Is there another opportunity
- How do you pick up and move forward?

# What Happened Here?

You ask your prospect to make a \$100,000 investment in the STEM program at camp.

They say “We love Scouting, and would probably make a gift, but have ZERO interest in STEM”

# Audience Feedback

What did the Development Officer get wrong?

How do you pivot when you get the ask area completely wrong?

How quickly can you recover from this awkward situation to adjust the ask?

# Reminder: Why We Do What We Do

- We make a difference
- The dollars we raise change lives
- Philanthropy is the secret sauce to raise the bar
- With more, we really can do more



**Thank You!**