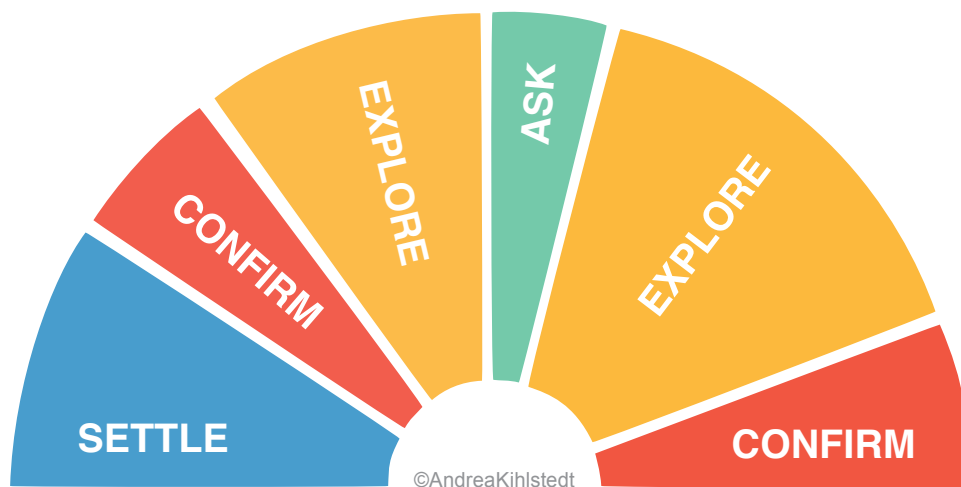


An Intentional Conversation Outline

Every solicitation meeting must cover the six segments depicted in the Arc of the Ask. Yet conversations have a natural flow and the time devoted to each of the six may vary. You might even find that one or two of the segments unfold in a different order. Regardless, notice the large blocks of time devoted to Exploration and challenge yourself to spend the bulk of the time there...listening to and learning from your prospect.



Settle: In the first few minutes, conduct light conversation until the participants have a chance to fully focus on the meeting. A great opportunity to ask friendly “What” and “How” questions:

How is the family?

How's work?

What did you do last weekend?

Confirm: Take just a minute or two to confirm the goal of the meeting and the amount of time available. Reiterate that this is a solicitation meeting:

Thank you again for agreeing to meet with me to talk about a gift to the South Fork Senior Center. Does it still work for us to spend an hour together?

An Intentional Conversation Outline

Explore: Before making your case for support and asking for the gift, explore the prospect's interest in your organization and views on philanthropy:

What interests you most about South Fork Senior Center?

How did you first become interested in senior issues?

How do you decide which organizations to support?

Ask: Take no more than three minutes to present your case, concluding this segment with a specific request. Remember to focus on benefits and the impacts of those benefits rather than on features.

Our goal is to...We make an impact by...Would you consider a gift of \$5,000 to South Fork Senior Center?

Note: It's been proven that "Would you consider a gift..." is the ideal way to ask. You can say it this way every time.

Explore: Engage in a robust discussion to determine the gift or next steps that are right for your prospect.

What else would you like to know?

What would help you make your decision?

What interests you most about our request?

Confirm: Review the meeting and agree to next steps.

Thank you so much...

I can't wait to share the news with Joan and we'll be certain to get a confirmation in writing to you by the end of the week.

I will speak to Robert and forward to you the impact study we commissioned last year. Then I'll follow up in two weeks to see if you have any questions.

Thank you for meeting with me. I will circle back earlier next year in the hope that you'll be able to make a gift then.