

The Art of the Ask

Who in your community provides an opportunity for donations every time they meet?

What opportunities do you provide for people to support your agencies great work?

How can I donate something RIGHT NOW ?

Opportunities for Community Support

QR Code, Business Card, Donation Box, the Ask

The Art of the Ask in Four Steps

- 1) Deliver your “Elevator Speech”
- 2) Ask (the correct question)
- 3) Be Quiet (let their brain process the question and develop an answer)
- 4) Smile (and wait for their answer)

The Art of the Ask Step One

- 1) Deliver your “Elevator Speech”

“A concise, carefully planned and well-rehearsed description about your project that anyone would be able to understand in the time it would take to ride up one floor in an elevator.”

The Elevator Speech

It includes 4 key things:

- HOOK
- 100-150 words (about 30 seconds when spoken)
- Passion
- A request

Hook: It’s important that you have their attention so they want to hear what you have to say.

Possible questions to “hook” your audience:

Bullying- How many students don’t go to the bathroom at school because they are afraid of being bullied?

Teen Dating Violence- How many students are afraid of the person they are supposed enjoy being with?

Drugs- How many students were offered Xanax or Ritalin at school today?

Healthy Eating- How many people did not eat a healthy meal this week?

100-150 words: *(about 30 seconds when spoken)*

Passion: If you are not passionate about your topic then your audience will be less likely to answer your request.

Request: Finally you must ask for something. It could be as simple as asking for more of their time or support.

The Art of the Ask Step Two

- 2) Ask

“How do you see yourself getting involved?”

“How do you see yourself partnering with us?”

“How do you see yourself supporting our youth?”

The Art of the Ask Steps Three & Four

- 3) Be Quiet (let their brain process the question and develop an answer)
- 4) Smile (and wait for their answer)