

5 DATA POINTS TO DETERMINE BEFORE YOU ASK

In your quest to establish strategic relationships and marry organizational need with donor interest and passion there are five questions you should answer and information you should gather during the cultivation period before ever making the ask.

Who are the ***right team members*** that should be involved in the cultivation and solicitation?

- Natural partners (volunteer or donors with commitments to your organization)?
- Development officer?
- Hospital administrative leadership?
- Board Member/Volunteer?
- Physician?

What is the ***right project(s)*** to solicit for?

- How well does the prospect's passion coincide with the project or mission?
- What experiences have they had with your organization in relation to the gift?

Who is the ***right person or people*** to cultivate and solicit?

- Husband, wife or both?
- Children?
- Financial or legal advisors?
- Friend?

When is the ***right time*** to solicit?

- Is the donor receptive to a solicitation?
- Is your team ready with roles assigned and properly rehearsed?
- Is any required documentation ready?
- Have you anticipated questions, concerns, and objections and answered them in the presentation?
- Is the financial climate conducive?
- When will the family members be together?

Where is the ***right amount*** to solicit?

- Is there data available that confirms wealth?
- What is the donor's financial capacity?
- Have they gradually increased their giving to your organization?
- Have they made large gifts to other organizations?
- Does their age or stage in life impact what they could give and how?
- What level of support, if any, have they already indicated?
- Are they expecting a solicitation of this magnitude?
- What other commitments do they have?
- What economic conditions are they facing?