

Tips on Asking for Money

SkillBrief

1. Have a **Clear Message** about where money will go, and why it's important.
2. Personal Appeal - the message should appeal to their **immediate self-interest**.
3. Larger Appeal - The message should also appeal to their **larger self-interest and values**.
4. **Ask for what you want** - Don't try to guess how much they will give, ask for a specific amount, and don't low-ball. Then go down if you have to, but not below the minimum donation we are collecting.
5. **If you donate, let them know** - Let the person know how much you gave and why. Answer any questions or doubts and **ask again** (don't get diverted, say you're sorry about their problems with their steward, you don't know a lot about that, but what you do know is that if workers don't put their money together...)
6. **Silence** after you ask, give them a chance to really think about it. Count silently to five, don't fill the space with nervous talking.