

HOW TO ASK FOR MONEY



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EIGHT KEYS TO ASKING



- Inspiration
- Passion
- Right person 'making the ask'
- Right target
- Right amount
- Right technique
- Right place
- Right time





INSPIRATION



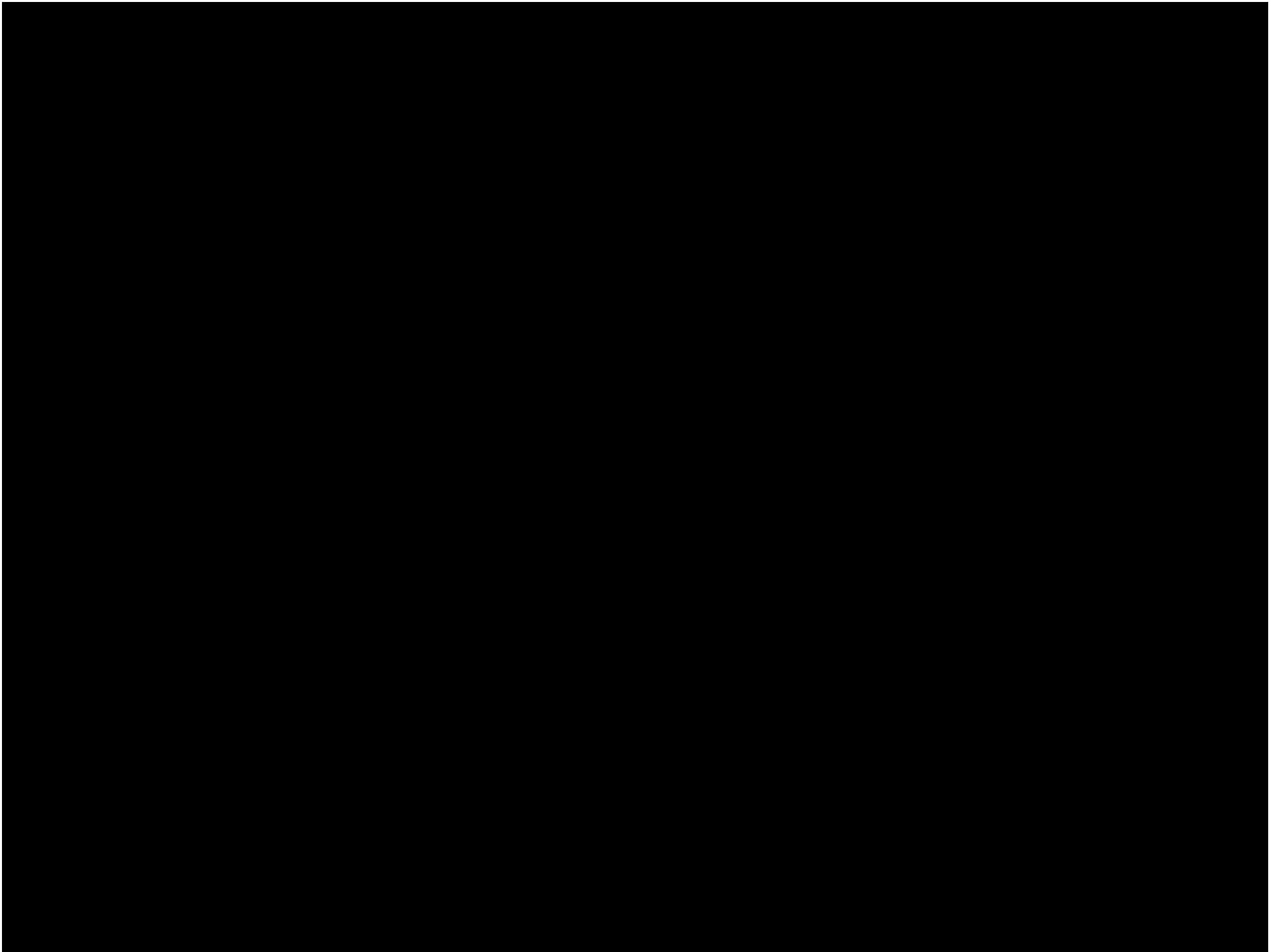
- Inspire confidence
- Self-belief
- Emotionally & Intellectually convincing

Proof:

- Facts / figures / pictures
- Visits —
- Known backers



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PASSION



- Your passion is infectious...
- Let it show!



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THE RIGHT AMOUNT



- Know your market
- Test - test - test
- “It is better to ask for too much and fall short than to ask for too little and succeed.”
- Wealth research



THE RIGHT TARGET



- Are they philanthropic?
- Are they rich?
- Do they love you?
- Do they understand?
- Are they ready?



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THE RIGHT TECHNIQUE



- Each market has its technique(s)
- Why not all techniques?
- Approach strategies per person.



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RIGHT PERSON ASKING



- The person they will say “yes” to.
- Their peer group?
- Someone who has given...
- Your most respected / senior person.



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THE RIGHT PLACE



- Where they will say “yes”.
- Your offices / Event
- Their home
- Their office?
- In a restaurant?
- At a project



THE RIGHT TIME



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STEWARDSHIP



- Thank
- Fulfil promises
- Fulfil expectation
- Cultivate – inspire & motivate
- Ask again
- Repeat the cycle



THANK YOU



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