

# A Successful Ask

## Connecting with your donors in a new way.

The ask is a deliberate invitation to give to your organization in order to support your mission. This exercise will help you craft messaging that you can use to personally connect donors with your mission and communicate what their gift can help you accomplish.

A successful solicitation should tell the story of the mission and why philanthropy is necessary to carry out your programs. Understanding the passions and interests of your most generous donors will help you develop funding packages that allow them to connect to your mission in their own unique way.

Additional questions for you to consider are listed below. These are not required but may prove helpful as you complete this exercise. Be specific and always bring it back to your organization's impact on *people*.

- What is the primary mission of our organization?
- Who is impacted / affected by your work?
- What do you do that is unique in your community?
- Why do you need donors to support your mission?
- What percentage of your budget comes from donations?
- What programs are you able to execute only with philanthropic support?
- What is it about our mission that people love? Why do our donors give to us?
- How can we help connect donors to our mission to enrich their lives and show their impact?