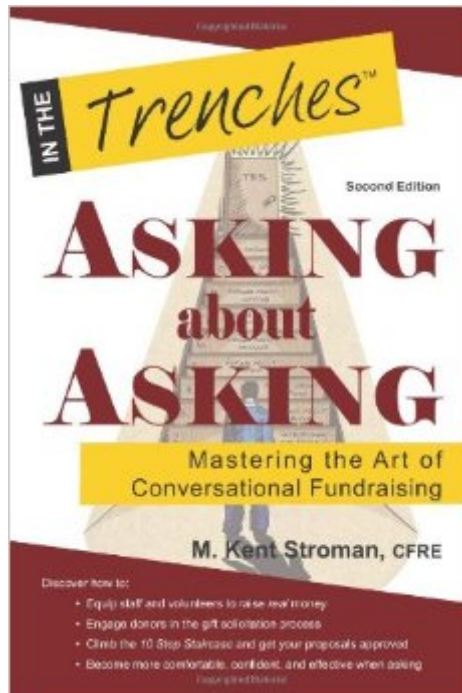


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Asking About Asking: Mastering The Art Of Conversational Fundraising



Synopsis

What gets in the way of your face-to-face fundraising? Can't get a call to see a funder? Don't know who to ask? No time for donor calls? Fear that your prospective donor might say no? Asking about Asking: Mastering the Art of Conversational Fundraising shows you how to overcome these obstacles using conversational fundraising leading to successful one-on-one gift solicitations. Conversational fundraising is a simple, effective, proven technique for soliciting contributions and recruiting volunteers. If you have ever postponed talking with a donor because you didn't know how to start a conversation about a large gift then get your copy today. Asking about Asking gives you the tools you need to have meaningful, productive, enjoyable conversations with both current donors and potential funders. As you get out of the business of guessing and assuming by asking the right questions, your fundraising results will improve dramatically. In this second edition, the reader benefits from the input of hundreds of nonprofit leaders who identified their greatest obstacles to asking for major gifts. In this update, Stroman presents their responses along with strategies to successfully work around these roadblocks. Asking about Asking will equip you to: Seek and find larger donations. Gain confidence as a fundraising staff member or volunteer. Climb the 10 Step Staircase and get your proposals accepted. Become more comfortable, confident and effective when asking. Build and strengthen relationships which lead to charitable gifts. Get free from assuming and guessing about donors' intentions. Identify and overcome personal and organizational fundraising obstacles. Ask donors strategic questions, in the proper sequence, prompting deeper conversations. Apply donor-centered solutions that you can begin using NOW to raise more money. Help donors TRULY ENJOY the gift making process. Stroman provides a treasury of useful tales, tools, and tips you will return to again and again. Don't wait to exchange yesterday's worn out, inadequate approaches for high impact, cutting edge techniques that REALLY work. Asking about Asking should be considered required reading for anyone involved with serious fundraising. About the In the Trenches Series As part of the CharityChannel Press In the Trenches series, Asking about Asking is written in a fun, upbeat style. But don't be fooled by its down-to-earth approach and ample use of sidebars. In the Trenches books are authoritative and cover what a beginner should know to get started and progress rapidly, and what a more experienced nonprofit-sector practitioner needs to move forward in the subject.

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Customer Reviews

I have been involved in Fundraising for 42 years. And I have felt like I have attended Fund Raising 101 over 20 times. But when I read "Asking about Asking" I felt like this was my first Graduate Level Course in Fundraising! And when we shared "Asking About Asking" with our Executive School of Leadership many who had been discouraged about their fundraising efforts left encouraged and filled with hope! Thanks Kent for your masterful approach!

The insights that Kent Stroman shared in this book were immensely helpful for my husband and I as we were raising funds to serve in a non-profit Christian ministry. We began to pursue our fundraising from a donor perspective rather than just from our own perspective. This book helped us to see that rather than just following our own agenda for asking for financial support, we needed to focus on building the relationship to find out what motivates the donor to give and what they want to accomplish with their donor dollars. Our support appointments became conversations about giving rather than merely coming across as "sales pitches". This book is a must read for anyone seeking to cultivate relationships with donors that will stick with you for years to come!

As a prospect researcher, I'm always curious about the ways that fundraisers do their work so that I can better provide them with the data they need. Kent Stroman does an amazing job of making the Ask understandable and accessible. I read through this book and immediately wanted every one of the fundraisers I work with to read it also! Anyone who is new to fundraising, or wants a refresher about how to strategically approach the process of asking for money should definitely read this! The

step-by-step process for building up to the ask by asking a series of other questions makes it all make sense.

This is an excellent book, full of practical advice for moving the cultivation process forward with donors. Each step of the staircase is essential in order to get to major gift success. It is also an easy read, so it is a perfect desktop companion for quick reference later.

"The Ask" is too often treated like a mystical event. This book, while a bit disorganized, breaks down the evaluation and decision making process most donors need to go through. The central premise, that gift officers don't need to (and shouldn't) guess or assume what is important to the donors they are working with, is refreshing. I see too much "spray and pray" style communication. Donors don't always know what they want, we need to ask perceptive questions, listen, provide examples, and listen a lot more. The stair cultivation stair step is worth the price of the book. For mgo's not currently using a gift proposal, the template is a bonus.

Kent Stroman, In Asking about Asking, has provided a reference that fundraisers will follow for years to come. The book is delightfully written, which clearly reflects the author's humor and winsome personality. It is filled with unique fundraising strategies and proven tool for developing relationships that lead to successful results. The observations, viewpoints, warnings and practical tips sprinkled throughout the pages are eye catching and cleverly presented. This book will dramatically transform how you go about ASKING. The reader will come away with the question...Why didn't I think of that approach sooner and where was this information when I needed it in years past? The 10 step staircase outline alone is worth the purchase.

I had the distinct privilege of meeting the author Kent Stroman when my institution brought him on board as a consultant and interim Vice President. As the Executive Director of Development, I worked closely with Kent. Every one of our team members read his book and learned the techniques espoused for soliciting gifts. We applied his solicitation strategy to our annual fund, which had been hovering at a certain level for a long time. We had implemented several growth strategies which helped us to increase revenue by more than \$100K. "Asking About Asking" was the icing on the cake! By applying Kent's model to our annual fund, we increased almost \$200K more and reached our long-time goal of \$1,000,000. It was a celebratory moment. I continue to seek out Kent's wisdom and I value his unique approach to fundraising. It is all spelled out in Asking

About Asking. This book is worth the read.

After about three years in fundraising, even though I considered myself moderately successful and had done quite a bit of reading, I still felt like I was constantly struggling with what to say, what to ask without being overly direct, and how to move the conversations to the point where I knew the donor was ready to be asked to consider a gift. When I read, Asking about Asking, I thought to myself, This Is The Book I've Been Looking For! As I became familiar with the process, my confidence grew as well, and found most of my fear and frustration alleviated. Thank you, Kent, for the most helpful guide this gift officer has found for understanding the process for assisting donors with their philanthropy goals.

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