

# Asking: Art and Science

## Asking Matters' Half-Day Training



### *Give everyone the tools and the confidence to ask for a gift*

Almost 90% of all gifts come from individuals and the biggest gifts come from asking in person.

If you're going to fulfill your mission, everyone needs to get out and ask more. But they can't do it without training.

And everyone needs more training if they're going to be comfortable and effective askers. You wouldn't ask staff and board members to work in a counseling center or art studio without training, but you ask them to fundraise without it. Give your staff and board the tools they need.

Asking Matters uses its revolutionary concept of Asking Styles as the basis for a unique half-day in-person training module. Participants learn the power of their own personality and how to apply it to the Five Steps of the Ask.\*

#### **Participants learn:**

- Why asking in person matters
- What their role is – and isn't
- Their personal strengths and how to use them
- Their challenges and how to address them
- How to choose the best prospects
- How to make a powerful case for support
- How to run a strategic meeting and get the gift

All participants will receive a 15-page workbook

**\$3,000 + travel**

**Contact Joe Tumolo at 610-653-7906 for more information**

\*The Five Steps of the Ask is a systematic approach to asking developed by Asking Matters.