

The Art of “The Ask”

In order to complete the goals of your organization you need money. The BEST way to get money is to ASK.



Your organization was created for a specific goal or purpose out of an idea and a solution to a societal issue. You are the voice of change, the megaphone and the channel that brings this solution to life.

Goals of this strategy session:

to arm you with the tools you need to feel confident in asking individuals and companies to join you in your mission.

Know Your Audience



Natural Market - These are the people in your market (location) that share common ground (your mission)

Direct Contacts

Businesses and individuals that have supported you with time, treasure and/or talent in the last 3 years

In- Direct Contacts

Connections that are associated with you or your current direct contacts

Like-Minded Contacts

Businesses and individuals that have your mission in common or a desire to create a solution to the same issues

Audience

Sponsorships

More than one and done

Event Sponsorship

Think Long-term

Sponsorship is a broad area of fundraising that is often under-utilized, think multiple events, year-round and matches

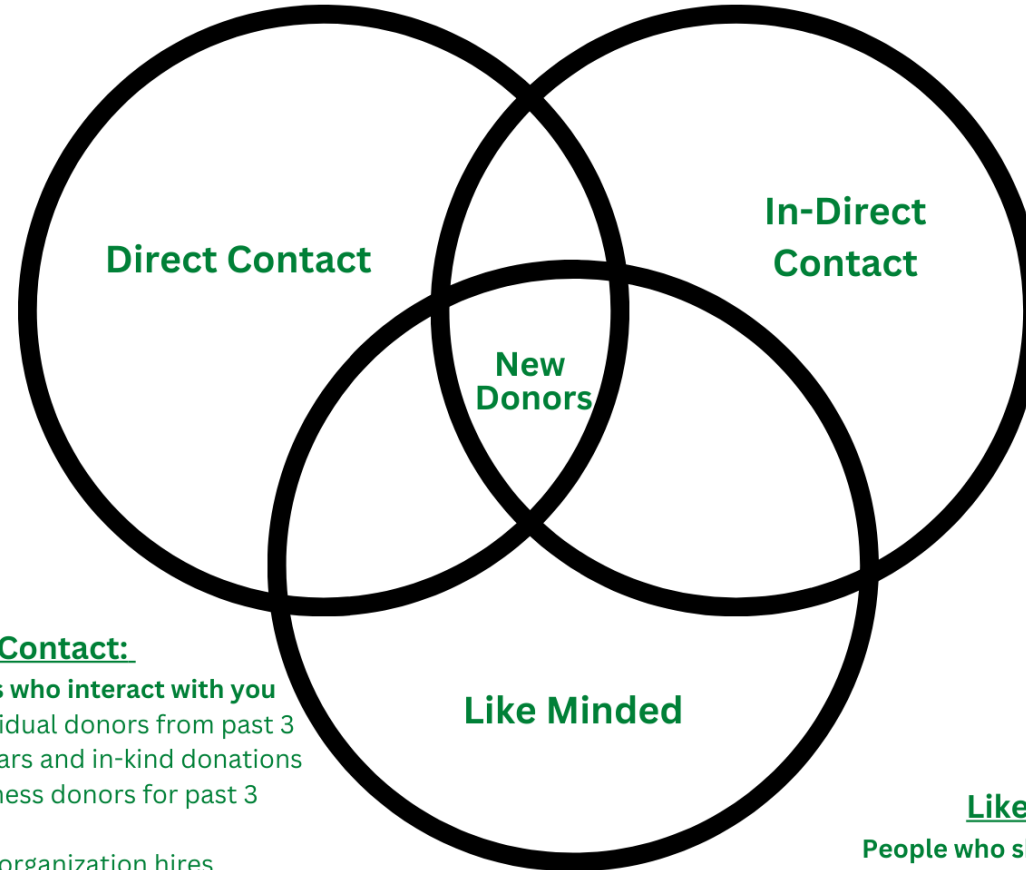
What do your Sponsors Want?

Know what THEY want in regards to their company culture, what they do and how you can give them the best ROI.

Get Creative

Circle of Influence

New donors are found in the space where your direct contacts, in-direct contacts and like minded community members intersect



Direct Contact:

People or businesses who interact with you

1. List your top 20 individual donors from past 3 years, include all dollars and in-kind donations
2. List your top 20 business donors for past 3 years
3. Top 10 vendors your organization hires
4. Top 10 Volunteers

In-Direct Contact:

People or businesses who know your program or donors

1. List Top 20 businesses linked to your top donor
2. Top 10 businesses tied to new participants in your program

Like Minded

People who share your interests

1. Your top 20 Alumni
2. Community Members who support you
3. Top 20 social media interactions that ARE NOT direct contacts



Case Study

The image shows a website for "BACKCOUNTRY VETERANS" with a modal window overlay. The modal window is titled "FRANK CHURCH WILDERNESS PACKAGE" and lists several benefits. The background website shows a calendar for March 8th, ticket sales information, and event location details.

FRANK CHURCH WILDERNESS PACKAGE

Exclusive VIP tables for both Panhandle and Treasure Valley Sportsman's Banquets

- Your business will be prominently featured as the official sponsor, with naming rights for the event recognized in all promotional materials.
- Partner Hunting Outing: An exclusive hunting outing with veterans
- Concierge & Bar Service
- Recognition with VIP signage at both banquet locations showcasing your support of the Backcountry Veterans
- Your business logo is prominently displayed during the event and in the official event program
- A dedicated presentation video (maximum 3 minutes) during the event showcasing your business
- Extensive promotion through Backcountry Veterans social media channels
- Gift in form of a firearm
- Raffle Tickets

Learn more... | [Read More](#)

Background website content includes: "HOME / BANQUET EVENT / BANQUET EVENT TICKETS", "Mar 8 5:00 PM - 11:00 PM MT", "Ticket Sales Ended on Mar 8 at 10:00 PM MT", "Event Location Galaxy Event Center", "Quantity Sales Ended!", "Email Address", "Password", "Home Register Banquet Event Help", and "Complete your ticket purchase in order to".

Post Event Actions

**Collect, Analyze and Work
your Data! Most Important
Say Thank you!**

