

Strategy Sheet for a Two-Person Ask

Answer the first four questions, enter the name of the lead and supporting members of the team, then briefly script the sequence of events.

What is the purpose of this visit? What do we hope to achieve?		
What do we know about the prospect's interests/ concerns?		
What do we think the response will be? gift, refusal, or request for more time?		
If so, what will our strategy or next step be?		
Outline of Visit Plan		
The Team	(Lead) _____	(Support) _____
Introduction and thanks for visit.		
Ice-breaking small talk.		
Why we are here: Explain purpose of visit		
Making the case: The station's mission/vision, specific description of services, and why they are important to community		
How this individual can help. (Specific area where he/she can play role)		
How will this action help achieve the mission		
The ask. (Write it out.)		
SAY NOTHING. WAIT FOR ANSWER.		
Deal with objections		
Questions and Answers		
Re-ask, if needed		
The prospect's answer		
Next steps. (Pledge card or next appointment.		
Thank you for your (gift/time and consideration.)		

Overcoming Objections

If prospects says:	We will respond:
“I don’t have much time.”	
“I don’t care for your programming”	
“You are too liberal/conservative.”	
“Your pledge drives are too long/annoying.”/“They’re always asking for money.”	
“Just tell me what you want.” (before you’ve had a chance to make the case)	
“I couldn’t possibly afford that much.”	
“That’s too high.”	
“I don’t like _____ (CEO, on-air personality, board officer, etc.)	
List other possible objections and responses:	