

# THE Ask

## It's a conversation!



WRITE ON FUNDRAISING

### Tell your story

*I got involved with this organization several years ago, hoping to make a difference for abused children in this area - something this organization does so well. When it became apparent that our future growth depended on a new building, I voted for it! This year I looked at all of my philanthropic giving and decided this ongoing work should be one of my top three gifts. The amount I chose was a stretch, but I feel good about it.*

### Add urgency

*This giving campaign is so important to the organization that the board and staff committed to 100% participation on April 8. Already we have pledges for \$10,000 including a match for another \$5,000! We're counting on your support, as well.*

### Make it easy

*We've made giving as easy as possible on the website, [nwagives.org](http://nwagives.org). You can make a difference for so many people with a gift - impacting the health and financial well-being of this community!*

### Be specific

*This project is important to the people we serve, and I want to ask you to make a commitment. In fact, I hope that you'll think about a gift of \$\$\$\$ , signaling to other donors that this project is vital for NW Arkansas kids! I hope you'll talk to your spouse and get back to me on what that amount looks like. I'll follow up with an email later next week so that we can get all of our commitments ready before we start to ask other funders.*

### Follow up with an email

*First I want to thank you for your work throughout NW Arkansas and your past financial support of this organization. I know that you understand the significance of this project, and I'm happy to work with you on it. If you could respond to this email with the amount of your gift, I'll happily shake your hand the next time I see you!*

*P.S. I'll be forwarding your response to our fundraising team so that they can celebrate your support, but you'll need to add it to the website ([nwagives.org](http://nwagives.org)) early on April 8. Thanks for your generosity!*