



Making Effective Donor Asks

COURSE OVERVIEW

The Making Effective Donor Asks course is designed to support non-profit fundraisers and leaders in understanding how to use permission-based asking to engage in meaningful conversations with donors. Participants will gain confidence around asking and learn a road map to building authentic relationships with donors using our proven Permission-Based Asking™ model. This model is designed to follow the flow of actual conversations so you can use it in everyday interactions with donors.

Key Course Details:

- ✓ 4 modules
- ✓ 17 CFRE Credits
- ✓ Ideal for all non-profit fundraising and manager roles looking to connect with donors

This course is not just a series of boring lectures! You'll receive a multi-media experience complete with our best tools and strategies for managing the financial and economic aspects of your mid, major, and planned giving programs. Your instructors will be: Veritus' Founding Partner Richard Perry, Principal Jeff Schreifels, and our Veritus coaches with deep expertise in how to have effective donor conversations.

Topics Include:

- A new model for asking for a gift that centers on permission-based conversations
- Why asking is important for both the non-profit and the donor



- How to identify your donors' passions and interests to have more meaningful conversations
 - Setting the stage for asking the right things of the right donors
 - Creating a relationship based on trust with each donor on your caseload
 - Ways to celebrate the donor regardless of their response to your ask
 - Facing your fears that block you from putting this into practice
 - Practice asking for a gift as part of a permission-based conversation with your donor
 - Creating offers in fundraising and understand what you need to ask for internally
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“The Asking course opened a completely new set of horizons for me in understanding how best to work with donors to enhance and enrich the relationship with a donor. I’ve fully come to embrace the Permission-Based Asking model – I haven’t mastered it yet, but it has made such a huge difference in the way that I approach every donor conversation or meeting.”

— Robb Resler, Regional Philanthropy Officer

Why Should You Take This Course?

Having meaningful conversations and asking donors questions are critical aspects of your role as a fundraiser or leader. Whether you've been in your role for years or are just learning the ropes of fundraising, this course is for you. Every one of us can continue to grow, and this course will help you take your conversations with donors to an even deeper level. It will provide you with structure, tools, and resources to create open-ended questions, understand what's driving your donors' interest, and help you create a more authentic relationship with each donor.



Connect with us:

If you are ready to learn to lead a successful major gifts program and understand the critical financial pieces of that work, you can learn more about this and other trainings at: <https://veritusgroup.com/training/>

Questions? Contact our Community Experience Team

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