



MODULE 1: The Permission Based Asking™ Model

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
The Permission Based Asking™ Model	Why Did We Create This Model?	Why did we create a new model and what are we hoping to change about the old way of thinking?
	An Introduction to the Model	Learn the steps of the model. This will include the key components of the model, the unique differences, an understanding of each section, and how to begin integrating this model into your fundraising philosophy.



MODULE 2: Preparing Your Donor for the Ask

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
Preparing Your Donor for the Ask	Identifying Your Donor's Passions and Interests	Why is this critical for your donor relationship? Learn how to identify your donor's passions and interest. Understand why this pursuit needs to be a focus for your fundraising work.
	Taking the Donor to the Scene	It is important, through storytelling and pictures, to take a caseload donor to the need. How to personally get in touch with need, and the steps needed to take to bring donors to it.
	Reporting Back	Learn how to meaningfully report back to your donor. Understand why reporting back is critical before you ask again.
	Telling Donors They Made a Difference	How to address the major reason donors go away - they did not know their gift made a difference.
	The Role of Trust in Major Gift Fundraising	How to trust yourself. Building trust in donor relationships and within the organization. How building trust builds your reputation. How to restore lost trust.
	Why You Need to Ask	Ultimate form of serving the donor. The four main reasons fundraisers don't ask.



MODULE 3: Setting Yourself Up for Success

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
Setting Yourself Up for Success	Understand How the Roles Work	How the roles of partners and facilitator interact and work seamlessly within the model.
	How to Be Successful in these Roles	Learn the skills needed to be successful in each of these roles. Understand and learn the importance of emotional intelligence. Identify areas where you can learn more about your own personality, prepare yourself for interacting with donors, and remain focused on honoring the donor.
	The Role of the Facilitator	Understand the skills needed to be an effective meeting facilitator.
	The Science Behind Fear	Learn the science behind fear to better understand how it can impact you in your donor interactions.
	Dealing with Your Fears Around Asking	Understand your fears and challenges. Learn easy strategies to manage and overcome your fear no matter the situation.



MODULE 4: Now You're Ready to Ask for a Gift

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
Now You're Ready to Ask for a Gift	Create Your Own Language	Work through creating your own language for each section of the model and for the transitions.
	See the Model In Action	Hear the model in action. Experience various real life situations and challenges and how this model will help you work through any donor interaction.