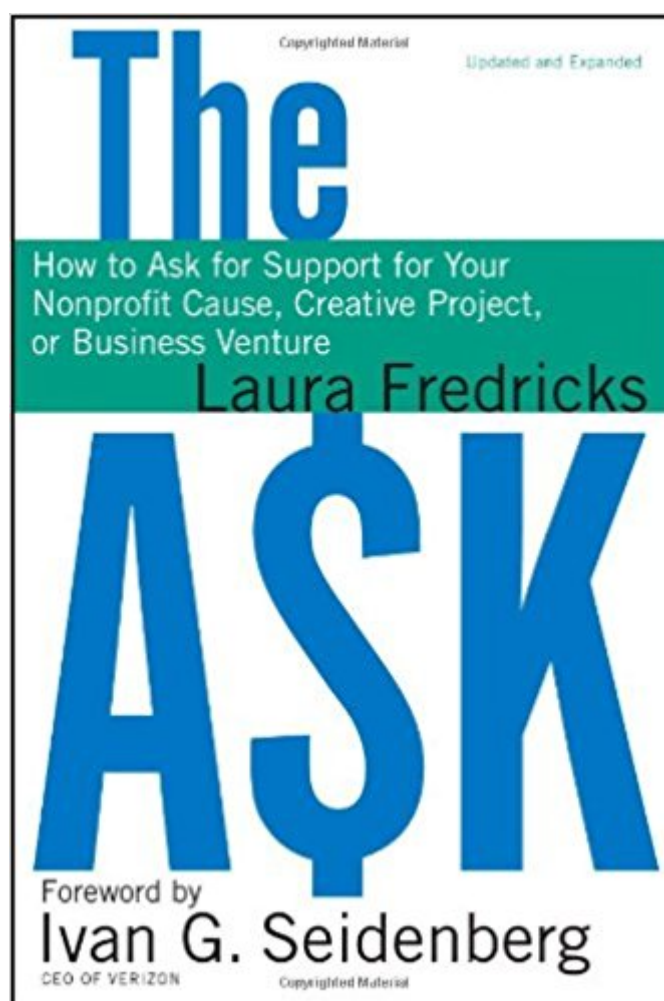


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# The Ask: How To Ask For Support For Your Nonprofit Cause, Creative Project, Or Business Venture



## Synopsis

A completely revised edition of the must-have resource for increasing your nonprofit's bottom line. This thoroughly revised and updated edition of the best-selling book *The Ask* is filled with suggestions, guidelines, and down-to-earth advice that will give you the confidence to ask anyone for any size gift, for any purpose. Written in winning language, filled with sample dialogues, and offering a wealth of tips and tools, this book addresses common mistakes made when asking and shows how to correct each mistake, providing guidance and direction on how to make a great ask. Offers step-by-step guidance for learning personal solicitation skills. Filled with real-world tools and techniques for raising money or support. Contains advice for overcoming situations such as hesitating to ask for money and following through on the ask. Written for fundraisers from any size organization. Includes information on how to apply asking skills to a fundraiser's personal and professional pursuits. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

## Book Information

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## Customer Reviews

"If you ever thought it was difficult or uncomfortable to ask for money, think again. This book empowers you to go out and do it again and again." --Rachel Wawn, development manager, The Healing Foundation, London, England "The Ask is a commonsense approach on how to ask anyone for money. It will enhance the skills of countless people around the country who need to ask for money so that philanthropy will grow immeasurably." --John Burke, director of major gifts, The Passionist Missionaries, Union City, New Jersey "Asking people for money is one of the most difficult *Ã¢â¬Å*sales*Ã¢â¬Å* we can make, and no matter how noble the cause, having the right

tools at our disposal can make the difference. This book provides all the tools necessary to complete the Ask sale." --James Duffy, CFO and executive vice president, Vertrue Inc., Stamford, Connecticut "Most of us, when put in a position to ask for a contribution for a worthy purpose, are uncomfortable making the approach. But when someone requests a donation from us, we do not think any less of them for asking. Insights offered here will help the reader bridge this gap and confidently ask the next time." --Michael O'Reilly, vice chairman, The Chubb Corporation, Warren, New Jersey "ASK and you shall receive. Get this book and you will be prepared for ANY ask, no matter the size or cause. It's the go-to book for truly effective fundraisers. ASK for it today!" --Sarah Holland, president, The Visibility Project, New York, New York "With over one hundred sample dialogues, you can't afford not to buy this book!" --William Bartolini, vice president for development, Northeastern University, Boston, Massachusetts

**The Ask** This updated and expanded edition of the best-selling fundraising resource *The Ask* gives anyone who needs to learn how to ask for their nonprofit organization, creative project, business venture, or simply for themselves all the right steps and language to make the best Ask. Fundraising expert Laura Fredricks guides her readers through views about money; formulating the right case statement and business plan; selecting the right people, at the right time, in the right location, to make the Ask; handling the myriad of responses to the Ask; and the crucial follow-up to each and every Ask. *The Ask* is filled with numerous sample dialogues that any reader can use and adapt immediately. Laura Fredricks shares her insights on how to take a good Ask and turn it into the most effective Ask by providing best practices and solid examples of her own fundraising experiences. Her engaging, entertaining, and inspirational style of writing will transform anyone's fear of asking into an action plan to make the right Ask. This book is written for anyone who wants to develop the fundraising skills needed to achieve greater success and learn how to ask with confidence.

I'd recommend it to anyone in the Non-profit field. An excellent treatise on the topic. Many job seekers I've interviewed need this book - teaches important skills all should have.

The book arrived quickly. *The Ask* is a very helpful book!

Great review in how fundraising works. I always recommend it as a primer. And, it is an easy read despite the details.

This book offers both tactical and psychological advice on The Ask- providing insight for future fundraisers as well as seasoned fundraisers who have asked for thousands of gifts. I promise this book will make you think about your tactics, approach and process. Very insightful and very helpful- I highly recommend!

Extremely well written book with many, valuable, insights for fundraisers. Loaded with examples on how to deal with real-world issues that anyone asking for money will benefit by. I would have given it a five if it had spent more time on personal fund raising for entrepreneurs and new start-up companies.

Laura knows the art of conversation and creates a simple straightforward ask. The book is applicable for everyone who has a case to present.

So far this book had been very informative.

Great content. Very readable

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