

How to Ask for Money

Tip Sheet

1. Prepare: Make a contribution yourself so you know what it feels like (good!), so you understand the psychology of giving, and so you have more credibility in asking. Practice your pitch to make yourself more comfortable. Set goals for yourself and set aside time to do this.
2. Ask in person, if possible. Bring brochures about your trip.
3. Relax. Establish rapport with your “prospect”—the person you think might give you money. Talk about common interests and ask what the prospect knows about why you are doing this project, and what they know about music tours and European travel.
4. Make sure they know the basics. Mention AMERICAN MUSIC ABROAD many times. If you use an acronym, say it (AMA) and the full name. Talk about what you’ve done this year, and/or what you plan to do this year.
5. Listen. Find out why they do or should care about what you do.
6. Tell them why you are investing your time in this project. Share your passion—it’s infectious. Name all the reasons but focus on the ones you think your prospect values.
7. Tell the truth. Don’t promise more than you can deliver. = postcards from every country!
8. If they have questions, use it as an opportunity to clear up any misconceptions. If you do not know or do not have an answer, DO NOT MAKE THINGS UP, but promise to get back with an answer.
9. Ask for their pledge of support. Once you’ve presented your case and dealt with any objections, it is then time to get a commitment. Don’t be apologetic; **if you don’t ask for contributions, most people will not give them.**
10. Ask for a specific amount. According to United Way, “studies show that solicitors, who ask for more, get more.”
11. When you have secured their contribution, thank the contributor for the important role he/she is playing in meeting the needs of your trip.
12. Thank them again. Some recommend that people who give donations should be thanked seven times for each gift. **Send an official thank-you.** Email updates periodically.
13. If they say no, thank them for listening to you.

Don’t forget – Say THANK YOU!! 7 times!