

# The Art and Science of Getting to a joyful YES!

# Key principles:

- Why do I care?
- It's not about me
- People give to people
- Know the case
- Listen and ask questions
- Energy and enthusiasm are contagious



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# Getting the meeting:

- Who calls
- Where to meet
- What to say
- Anticipate objections

# The first meeting:

- Preparation
- Genuine interest in building the relationship
- Quality questions
- Discuss the case
- More questions
- Surface and address objections



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# The puzzle:

- Right purpose
- Right solicitors
- Right time
- Right place
- Right participants
- Right materials
- Right amount



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# The Solicitation Visit:

- Preparation: review the Rights, consider possible objections, be positive, practice the ask
- Reaffirm interest
- Test for timing
- Talk about your involvement
- Make the ask
- BE QUIET



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# The Ask:

Mary, I'm glad you are as enthusiastic about this project as I am. I really believe that by investing in (this area) we will (tangible benefits that resonated with Mary). We'd be honoured if you'd become one of our leadership donors with a gift of \$50,000.



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# And they say.....

- YES 😊
- No 😞
- I was thinking less
- I need more time



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# The Art of Influence:

- Genuine interest, build rapport
- Observe body language
- Mirror style
- Listen for cues

# Final thought:

**John D. Rockefeller Jr. 1933**

**Never think you need to apologize for asking someone to give to a worthy object, any more than as though you were giving him an opportunity to participate in a high-grade investment.**



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