

## SOLICITATION SCENARIOS

The following are possible responses and suggested replies in preparing for personal contacts in securing gift commitments.

- **Important in your preparation:** Ask yourself questions which you think a thoughtful donor would likely ask, and consider your possible responses in advance.
- **Important in your approach:** Be comfortable with your own way of discussing and asking for a gift commitment. There is no one way. Every person engaged in securing gift commitments should develop their own personal style of conversation and solicitation.

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- “Frankly, your organization’s funding needs are just not one of my contributions priorities.”
  - *I appreciate that, and certainly would not want to represent our organization as more worthy of your other charitable intentions. Please just keep us in mind if our mission as you continue to support worthy organizations in our community.*
- “Maybe I’ll include the organization in my will.”
  - *That’s a very generous offer. Can I provide you with additional information as to the tax-wise ways of including our organization in your estate plans?*
- “I have already given to organization, and felt that I was not properly recognized.”
  - *First and foremost, I intend to look into that right away. Our organization thanks and honors donors in various ways and I want to be sure you were not inadvertently overlooked for your generosity.*
- “I’m making capital gifts to other charities favored by our family.”
  - *I certainly would not suggest you reduce your support of your other charities. Can I suggest, however, our organization remain in ‘second position’ when the time comes for you to make your charitable gift decisions.*

- “Come back to me when you’ve raised necessary funds, and you’re ready to move ahead with construction.”
  - *That’s a very reasonable offer. In that we have the responsibility of securing gift commitments necessary for the Board of Trustees to make that decision, what would be the anticipated dollar level of your gift commitment after we move ahead with construction?*
- “Your organization appears to be well-financed, and has many wealthy donors. I don’t see the need for my gift support.”
  - *A dilemma in becoming a distinguished community service organization is the costs of remaining financially sustainable, and not becoming overly dependent on a limited number of generous donors.*
- “I have my list of charitable gifts for the year and I really can’t add your organization.”
  - *(With a smile) Would you consider moving us up on your list next year?*
- “Why is this Campaign so important?”
  - *Simply put, the need for this campaign was driven by the pressing need to provide these new facilities and increased endowment income to support our community services. I hasten to add that these funding needs were identified through an intensive strategic planning process leading to a Board approved Facilities Master Plan.*
- “I have good feelings about your organization, but to be honest the “return” from my gift is just not as significant as it is with the other more notable causes that I give to. I will make a token contribution.”
  - *I can assure you that your contribution is not considered “token” by me or by our organization. Combined with the generosity of others your gift will have significant impact on our ability to serve the community.*

- “I’m paying for a major wedding and I just can’t make a major gift right now.”
  - *I certainly understand, and have had similar financial “milestones” in my life. Perhaps if we spoke early next year you would be in a better position to discuss your participation in this Campaign?*
- “I’m doing a major remodel on my house right now so my ability to give is limited.”
  - *I certainly understand. We have faced similar remodeling projects, and know how much time and unanticipated budget can be involved. Perhaps if we spoke early next year you would be in a better position to discuss your participation in this campaign?*
- “I am giving to world causes AIDS, cancer research, world hunger, and inner-city youth. I just think your organization is not as needy.”
  - *I certainly would not suggest you put us ahead of these worthy causes. I would like to suggest, however, that we remain on your list knowing that our organization is playing a vital role in the health and well-being of our local community.*