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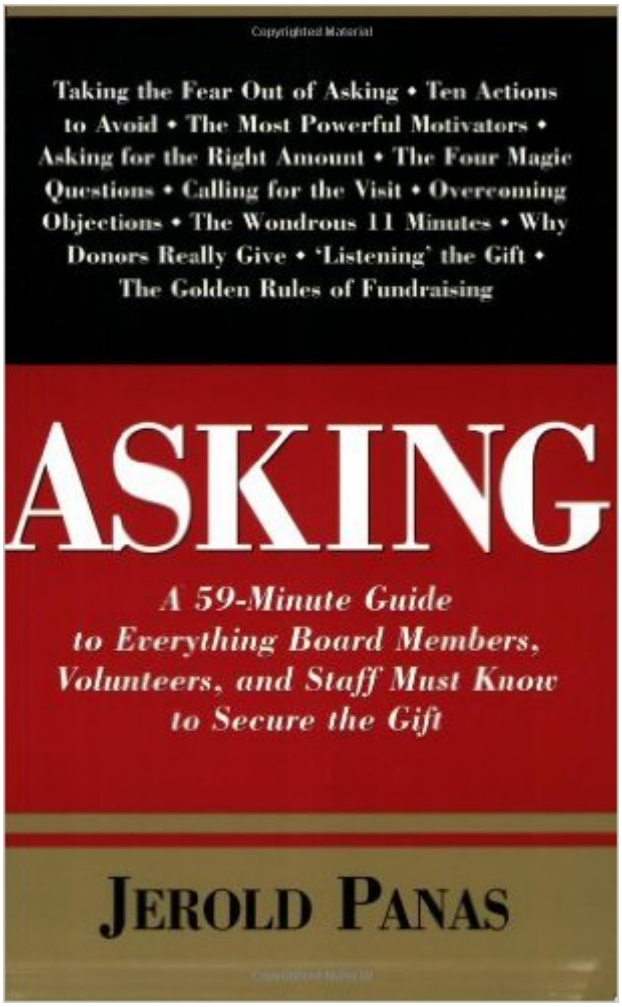
Asking: A 59-Minute Guide To Everything Board Members, Volunteers, And Staff Must Know To Secure The Gift



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Synopsis

It ranks right up there with public speaking. Nearly all of us fear it. And yet it’s critical to our success. Asking for money. It makes even the stout-hearted quiver. But now comes a book, Asking: A 59-Minute Guide to Everything Board Members, Staff and Volunteers Must Know to Secure the Gift. And short of a medical elixir, it’s the next best thing for emboldening you, your board members and volunteers to ask with skill, finesse … and powerful results. Jerold Panas, who as a staff person, board member and volunteer has secured gifts ranging from $50 to $50 million, understands the art of asking perhaps better than anyone in America. He has harnessed all of his knowledge and experience and produced what many are already calling a landmark book. What Asking convincingly shows — and one reason staff will applaud the book and board members will devour it — is that it doesn’t take stellar communication skills to be an effective asker. Nearly everyone, regardless of their persuasive ability, can become an effective fundraiser if they follow Jerold Panas’ step-by-step guidelines.

Book Information

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Customer Reviews

The book’s twenty-five chapters are only about three pages each, and cover topics such as "Great Opportunity Stands in Front of You, In the Form of Objections," "Thanks for Being a Friend," and "You Won’t Get Milk From a Cow by Sending a Letter." Some of the advice is a little hokey and artfully cute, but it’s all based on solid experience and it will work.The appendices are almost as valuable as the rest of the book. They include sample letters to donors and prospects, how to deal with a prospective donor’sobjections to making a gift, a side-by-side list of differences between annual giving and major gifts, and rough guidelines for prospecting donors for eachtype of

gift.Objections are the stated reasons why a prospect is hesitant about making a gift. Objections aren't "no"; they are the last hurdles to saying "yes." One technique described in the book is the "feel, felt, found" approach to overcoming objections. Identifying with the prospect's objection ("feel"), placing it in the past tense (felt"), by demonstrating how others were able to overcome that objection ("found") is a powerful way to move the prospect toward making the desired gift.The mix of techniques, hard information, and empowering inspiration makes this book valuable for professional as well as volunteer fund raisers. As I read it, I thought of several friends and colleagues (like you) who would appreciate its lessons, and I'm sure you will, too.

I'm like most people - pretty darn afraid of asking someone for money. I'd rather do just about anything else. Being a naturally skeptical person, I was hoping this book would help, but to tell you the truth I wasn't expecting much. How do you help someone overcome a fear they have inside? But I tip my cap to Mr. Panas. In fact, what surprised me was that by the time I got to the last page, I sort of had the itch to see if I could do what Panas says. My agency is raising money right now, so a week or so later I volunteered myself, and there I was sitting in a donor's living room. I can tell you this, before I read Asking I would have been nervous as all get out, probably fumbled around, and gotten out of there as soon as possible. What a difference a good book can make. I won't lie to you and say I was totally comfortable, but I talked about our project, I made sure I listened, something Mr. Panas emphasizes, and answered his questions as best I could. Then this was the real test, I asked for a certain amount. That's another thing Panas says you have to do - ask for a dollar figure. I held my breath and did that. I practically fell over when my donor said "that's reasonable." I'm still not a great asker, but I'm a lot better than I was.

Fundraising is both art and science--and Jerry Panas is a master of both sides of the fundraising equation. This is a fast read with practical ideas that anyone raising charitable funds can use. Asking people for money can be terrifying if you're not (emotionally) prepared. Panas walks you through the process and builds your confidence---and makes plain that the act of asking is in itself the victory, because not asking is the failure. This takes the pressure off, and whether the gift comes from the first ask or the hundred-and-first, you're on your way to fundraising success.

In just 108 pages, Jerold Panas explains how to learn to obtain large gifts for charitable causes, whether you know the people or not. He sets down the process, provides multiple "conversations with donors" to help you learn to ask, handle objections and get the gift. In less ant an hour you can

be well on your way to raising significant funds for your cause.The author's examples and down-to-earth advice will be invaluable to you. This is a must for anyone who has to do fundraising.Lois Carter Fay[...] and[...]

Asking is a full-on, easy to read, comprehensive guide - both practical and pithy. Each page articulates a portion of fundraising, providing the exact 'HOW' that any person can use. There are even templates of talking points, letters and timeframes / sequences. Great job, Panas !!

It is an amazing book! It gives you those basics of fundraising which you can not find it any where. Mr. Panas has done much fundraising himself and that is why this book is so unique. I read this book in 2005 first time...and re-study it every so often. It is very valuable tool in my fundraising job I do. I would recommend it to any one from volunteer who is trying to help with small fundraising activity for PTA or Cub Scouts to the professionals who many years do fundraising.

This was a quick read, humorous and pithy, by a man who knows the fundraising terrain. It's full of important reminders if you have been in the business for years, and a critical read for your new hires.

I spent 4 years as the head of fundraising at a nonprofit in Chicago. When I took the job nearly ten years ago, I wasnt a good fundraiser. Now, I'm known around the windy city for being a thought leader in philanthropy. This book kickstarted my Board of Directors to engage our ambitious capital campaign we launched right after the 2007 recession. We ended up increasing our general operating and program budget 70% and raising every penny of our campaign goal within three years. This book played a big part in reframing our fundraising psychology. The problem with fundraising for most folks I know is that they cant verbally communicate the value proposition, often because they themselves do not see the value the nonprofit provides as translating to money. This book clears that up...QUICKLY. I love this book. Since that time. I've been a program officer and an overseas development consultant. I've carried this book around the world, recommending it to new fundraisers, corporate boards, and seasoned nonprofit execs. I will say that this book is geared more to people who are engaging in individual donor asks. This is not a good book for grantwriters...but there are plenty out there for grantwriting. I cant recommend this book more highly.

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