



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

Making the Ask

- 1 Research** – Know your prospect.
 - Know their background.
 - What are their connection to Scouting?
 - What organizations do they support?
 - What is their general financial situation?
- 2 Connect your ask to your prospect's interests** – Again, Research!
 - Connect your donor's charitable interests with the mission of the Council.
- 3 Be Prepared!**
 - Know how much you are asking for and how it will be used.
 - PRACTICE. Role-play, rehearse in the car on the way, ask for help
 - Bring a back-up-plan in case your prospect's interests align better to another ask.
- 4 Keep your energy high**
 - Stay positive.
 - Be excited about the Scouting mission
 - Remember your "why".
- 5 Follow-up!**
 - Write a hand-written thank you note after the meeting - even if they don't choose to financially support.
 - Deliver progress toward the goal.
 - Build a relationship with the donor/prospect.
 - Make visits where you do not ask for money.