

## Solicitor To Prospect Matches

Not just anyone should ask just any donor for money. Ideally, prospective donors should be asked to give by someone likely to have a high degree of influence over them. The key here is to choose a solicitor whom the prospect respects. Qualities to look for are:

1. **Past association with the prospect:** The solicitor could be someone a prospect knows professionally, shares the same neighborhood with, or has in some other way met.
2. **Charisma:** People who have a compelling presence and an infectious personality can influence both the willingness to give and the size of the gift.
3. **Stature:** People are flattered when someone they consider important asks them for a contribution.
4. **Commitment:** The higher the degree of devotion and dedication to an organization and its programs that a solicitor manifests, the more successful he or she will be in convincing others.

Respected and influential solicitors must do more than simply ask for donations; they must present a compelling case for support.

Prospective donors will give when they have been convinced of the value and need for their gift, when they are personally asked, and when the solicitation comes from the "right" person---someone they respect and who can make a strong, credible case for support.