

## Major Gifts

### Solicitation Tips

#### Elements Of Prospect Analysis

1. See the world from the prospects' point of view
2. Sense the prospects' mood and adjust to it
3. Decide upon the degree of persuasion to win their support
4. Identify the prospects' range of tolerance  
Watch for:
  - what they avoid and will cut-off
  - what they want and will respond to---and how strongly
5. Look for elements that catch the prospects' attention and holds their interest
6. Try to understand the way the prospects see themselves
7. Be alert to signs of emotional and intellectual blocks, misconceptions, and biases

#### 13 Major Errors Made In Solicitations

1. Not asking for the gift
2. Not asking for a large enough gift
3. Not listening---talking too much
4. Not asking questions---finding out what their needs and wishes are
5. Not talking about the benefits of the gift---to them, and to the organization
6. Not being flexible---not having alternatives
7. Not knowing enough about the prospect prior to the meeting
8. Forgetting to summarize before moving on to the solicitation
9. Not practicing, if you have partners, before the meeting
10. Asking for the gift too soon
11. Speaking, rather than remaining silent, after asking for the gift
12. Showing disappointment with a refusal or being given a much smaller gift
13. Not saying a sincere "thank-you" in every instance