

## Major Gifts

### How Volunteer Solicitors Should Conduct Solicitation Meetings

Opening---Questioning---Listening---Presenting---Overcoming objections---Asking for the gift

1. Opening: How they are handled will determine their outcome

- Talk about the prospects' interests
- Talk with them, not to them
- Involvement is the objective here
- Work to see things from their point of view
- Ask about their accomplishments

2. Questioning

- You are not at the point yet to talk about the project---don't rush
- Make them aware of the need before you show them how the need can be met
- Be certain we do not force "yes" or "no" answers
- We work at fact-finding and uncovering their motivation and needs

3. Listening

- Communication is an active and a selective process
- Anticipate the points they will make
- Judge what they already said to you
- Be empathetic--putting ourselves in the prospects' position
- Listen with the entire body
- "Let me be sure I have understood what you said" to really be sure
- What they have to say is important and they must feel that they can relate to us that way

4. Presenting

- Emphasize the benefits of what we do, rather than dwell on the problems and needs
- They want to know about our organization: (Do this by talking about benefits and gains)  
They will most likely ask:
  - a. Is your organization at its best?
  - b. Will it perform the way you say it will?
  - c. Will it remain at its best in the future?
  - d. How will I be paid back for my investment?
- Use people success stories

5. Overcoming the objection

- It is not an attack nor a rejection of us---don't take it personally
- All objections are really questions---opportunities to correct real or perceived problems
- "I see your point....." is the way to be gracefully accepting criticism
- Let them know it is fair, if others share their view, it will help us find constructive solutions
- Make no excuses, and certainly do not cause arguments

6. Asking for the gift---the closing: Failures usually occur here

- They know that you are there to ask for money
- Ask for more than expected, but not more than they can give
- Suggest the amount desired
- Be flexible with payment schedules