

The Prospect-Donor

Responses To Our Requests

Sooner or later you will receive one of the following four answers:

1. Yes, to the suggested amount
2. Yes, to a lesser amount than what we suggested
3. No, not at this time
4. No, don't ever contact me again

Obviously the first response is best, and the second, depending on how much less, is not too bad either. For both answers, we say thank you and we acknowledge each in the same grateful manner. There is a very good chance that every donor will tell you why they chose to give the lesser amount. Such information will enable you to develop your strategy for the next time you solicit.

No, not at this time, makes thank you equally important for the fact they considered your request. You might be able to determine if a later time in the campaign or the year would be more favorable for a gift---and when. If there is still no chance, save the solicitation for the next campaign.

When the answer is no, don't ever contact me again, you need to part company with the best possible understanding of the reasons why the response was so adamantly negative. Maybe you can fix a problem, or maybe the situation is far out of your control. If the latter case prevails, you move on----but be sure to permanently remove their names from your solicitation list.