

Tips & Tricks for Making an Impactful Ask



Victoria Hostig
Founder

About Me: Victoria Hostig

- Founder, Blueprint Strategies & Consulting
- 10+ years as a funder in the Capital Region
- 18 years in non-profit development in the Capital Region (Those two overlap!)



What makes
me an
expert?

Subject Science Date 12/21/92

ACHIEVEMENT

Tests _____ Quizzes 60, 85, 28

Projects _____ Essays _____

Journals _____ Labs 95, 55, 100

Notebook _____ Classwork _____

Homework: 10 completed out of 10

In Danger of Failing _____ Failing _____

	Good	Satisfactory	Needs Improvement
Preparation for class	✓		
Participation in class		✓	
Behavior in class			✓

TEACHER REQUESTS

Student come for extra help _____ Parent call for conference _____

COMMENTS Victoria is very social during class, this behavior directly affects her ability to achieve.

Subject Math Date 12/21/92

ACHIEVEMENT

Tests A = C = _____ Quizzes A

Projects _____ Essays _____

Journals _____ Labs _____

Notebook _____ Classwork _____

Homework: 12 completed out of _____

In Danger of Failing _____ Failing _____

	Good	Satisfactory	Needs Improvement
Preparation for class		✓	
Participation in class		✓	
Behavior in class			

TEACHER REQUESTS

Student come for extra help _____ Parent call for conference _____

COMMENTS TAKES quite a bit of time to prepare for tests

Know Your
Audience,
Having Social
Awareness



“I’m right on top of that Rose!”

- No room for breakdowns
- Put your best foot forward
- Always be on point
- Fake it till you make it
- Expect the unexpected



**THE GOOD
THE BAD
& THE UGLY**

The Good

Collaboration

Connection between you and your funder (research)

Beginning, middle, end

Detailed and direct ask

Let your clients tell the story

Flexibility

Mind your manners

Share your good news, provide impact reporting

Follow through



The Bad

- Ghosting
- Think before you speak
- 1st Annual
- Inappropriate ask
- I hate to burst your bubble
- Respect appropriate timelines

The Ugly

Dear “Friend”

Wrong name

That’s not good enough

I’m telling

Don’t be late

Save Time

- One impactful meeting vs. three semi-impactful meetings
- Show me what you are doing
- One annual ask:
 - 30 minute review and update
- Do your homework, be prepared



Long Term Focus



RELATIONSHIPS TAKE
TIME



YOUR GOALS VS.
FUNDERS GOALS



LEAD WITH MISSION,
MAKE YOUR DONORS
FALL IN LOVE



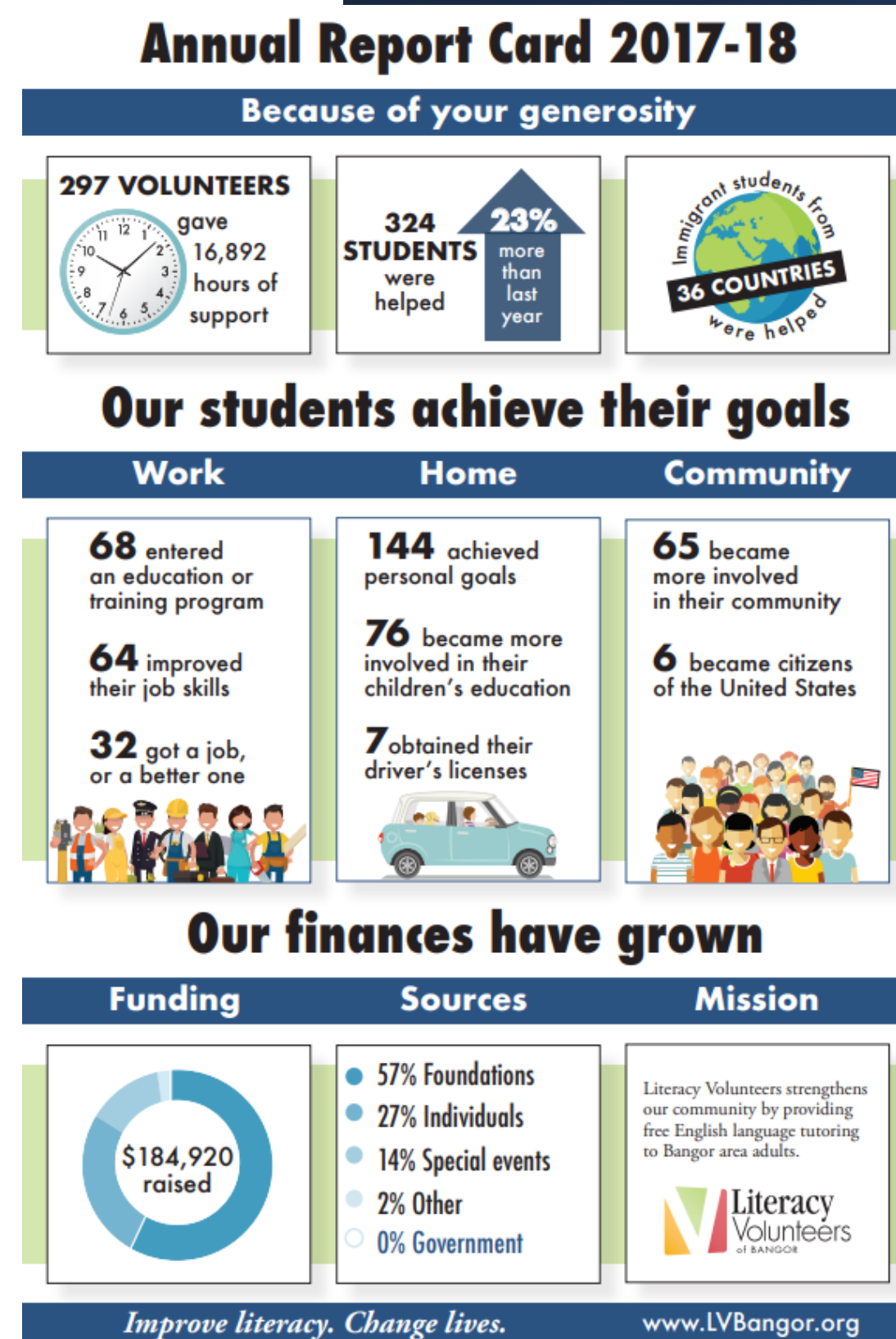
LONG TERM IMPACT



REPORTING

Impact Reports: All Shapes and Sizes

- Think outside the box (American Girl Doll)
- Beginning, Middle, End
- Customize it
- Easily digestible
- Attention grabbing
- Are you telling your story or sharing data?



Business Impact

- Change the way you think about sponsor benefits
- Is your funder a family foundation?
- What else do they have going on?
- What are their priorities?

OLD	NEW
Premier Partner: <ul style="list-style-type: none">✓ Company Logo on Signage<ul style="list-style-type: none">✓ Welcome Remarks✓ Social Media Mentions<ul style="list-style-type: none">✓ 10 Tickets	Premier Partner: <ul style="list-style-type: none">✓ Tkts for 2 clients to attend event✓ Opportunity to address your clients<ul style="list-style-type: none">✓ Lunch & Learn for employees✓ Volunteer opportunities

Impact Reporting: Where to Start

Intended Impact Statement

- Translate your mission: Who, What, Where, When, Why, and How

What You Measure Today

What You Want to Measure Tomorrow

Frequency of Measurement/Reporting

Why Do You Need Me?

Events, Events and More Events



Neil M. Golub
Executive Chairman of the Board

461 West Street, Schenectady, NY 12308
(518) 375-1370 FAX (518) 379-4379

March, 2018

An IMPORTANT message to Charitable Organizations holding fund raising events and Galas.

The formal part of most programs including speakers and honorees is getting too long...too much talk. Audiences giving up their free personal time are getting turned off with long drawn out events.

Two recent examples...one had 22 speakers and lasted over 2 hours. The second had 15 honorees and lasted 1 ½ hours. While organizations are doing their best to raise money, there is a growing insensitivity to audience attention span. "The mind can absorb only what the seat can endure".

The message to Meeting Planners is TIGHTEN up your formal programs to 45 minutes or less. Recognize a few key people...max of 3. Don't overkill a good thing. Please find a way to better facilitate a larger group of people.

We are happy to support you but PLEASE have pity on the time we are lending you. Run a tight program. Start on time, have an end time and end on time, particularly the cocktail hour. Silent auctions are OK as they are. Live auctions must be limited to seven items or less.

Speaking for many and respectfully submitted,

Neil Golub

Myths

- You always want to support and attend events
- Being our honoree is an honor
- Mine is the only ask
- Our mission is the best mission
- Funders have unlimited funds

Actionable Takeaways

- Prepare yourself, not just your idea
- Listen – You're being given the information you need
- Capture the essentials
- Have a plan from day one
- Do your research- who is your donor?
- Review all the steps



Discussion



- Victoria Hostig, Founder
- Victoria@Blueprintconnects.com
- www.blueprintconnects.com