



Making the Ask: 149 Tips for Soliciting Major Gifts (The Major Gifts Report)

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Originally published by Stevenson, Inc., this practical resource helps nonprofit professionals improve presentation skills; prepare effective solicitation teams; and train staff, volunteers and board members on the ask. It also gives expert advice on approaching donors for major gifts, tailoring individual proposals, and improving efforts to solicit major gifts.

Important topics covered include:

- Closing techniques
- Donor communication
- Overcoming call reluctance
- The science of asking questions
- Negotiation skills
- Setting the ask amount
- Dealing with objections and refusals
- Prospect conversation starters
- Major gifts advisory committees
- Listening skills tips
- Decision delays
- Upselling
- Corporate solicitation
- Gift proposals
- Sales skills
- Evaluating prospects

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