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WHO SHOULD MAKE THE ASK?; WHAT IS THE BEST SETTING FOR THE ASK?; CONCLUSION; LOOKING AHEAD; Part II: How Do I Make the Ask?; Chapter 5: Asking for a Cause-Small and Large Charitable Gifts; ASKING FOR A SMALL AND SIGNIFICANT CHARITABLE GIFT; ASKING FOR A LARGE AND TRANSFORMATIONAL CHARITABLE GIFT TROUBLESHOOTING TIPS TO APPLY PRIOR TO THE ASKCONCLUSION; LOOKING AHEAD; Chapter 6: Asking for Yourself; ASKING FOR A JOB-RELATED CAUSE; ASKING FOR A CREATIVE PROJECT; ASKING FOR A BUSINESS VENTURE; CONCLUSION; LOOKING AHEAD; Chapter 7: Handling the Responses to the Ask; PREPARING FOR THE RESPONSE; CONCLUSION; LOOKING AHEAD; Chapter 8: Following Up with Each and Every Ask; NEXT STEPS AFTER EACH ASK; JUGGLING YOUR TIME TO DO ALL THE FOLLOW-UP; TROUBLESHOOTING TIPS FOR THE FOLLOW-UP; CONCLUSION; LOOKING AHEAD; Chapter 9: When the Answer is "No" and When the Answer Is "Yes"; A "NO" ANSWER A "YES" ANSWERCONCLUSION; LOOKING AHEAD; Chapter 10: Pulling It All Together; About the Author; Index

Sommario/riassunto

A completely revised edition of the must-have resource for increasing your nonprofit's bottom line This thoroughly revised and updated edition of the best-selling book The Ask is filled with suggestions, guidelines, and down-to-earth advice that will give you the confidence to ask anyone for any size gift, for any purpose. Written in winning language, filled with sample dialogues, and offering a wealth of tips and tools, this book addresses common mistakes made when asking and shows how to correct each mistake, providing guidance and direction on how to make a great ask.Offers
