

The 7 Steps Before The Ask

You want to maximize your success, not just have wins here and there. This is particularly important for those with a large budget or with few contacts.

Money is a difficult topic for people to talk about. Therefore, you don't want to surprise someone by asking for partnership. It is better to prepare them for what they are about to hear. They need time to process, pray, and talk to their spouse or others. These seven steps should be used as a guideline. The idea is that you want the potential partner to have multiple times where they think about you and your ministry. You want more touch points which seem somewhat natural. Some people will need all seven touch points (those you haven't spoken to in a while) while others need very few of these (like your close friends and family).

1. Newsletter Address

Your goal is to get their address so you can send the newsletter, the prayer postcard (#5), the pre-appointment letter (#6), and ultimately a thank you note when they begin giving. Therefore, don't leave the ball in their court by asking if they want your newsletter. Instead, say something like, "Hey John, you may not know this, but we are about to become missionaries, and I would love to update you on our plans. Can you send me your mailing address?"

If you already have their address, simply ask for permission to send it and let them know that it is your pleasure to do so.

It's best to send about 4 snail mail newsletters per year while you are doing this. That way you can tell folks that you are about to send it and would like to get their address before you mail this one out.

2. Send The Newsletter

Send them your newsletter as you said you would.

3. E-Newsletter Email Address

Not much is different on this one from #1 above. I would just add at the beginning, "I hope you received the newsletter I sent you." This gives them the option to respond about the newsletter. Then ask for their email address like you did with their mailing address.

You should also wait on this one until they have likely received that newsletter.

4. Send The E-Newsletter

Send them your e-newsletter. Hopefully you have something like Mailchimp so they will get all emails automatically moving forward.

5. Send Prayer Postcard

A week later, mail them your prayer postcard. They can now put this on their refrigerator if they'd like to continue to remind them about what you are doing.

6. Send Pre-Appointment Letter

Now that they have some idea of what you are doing, it shouldn't be as much of a surprise to them that you might ask them for support. Send them your ask letter about a week later. Make sure your ask letter mentions something about possible financial partnership.

7. Call To Set Up Ask Appointment

About a week later, call them to set up an in-person Ask Appointment.

8. Ask Appointment

Now when you meet with them, share your story, and make your Ask, this is not at all a surprise to them.