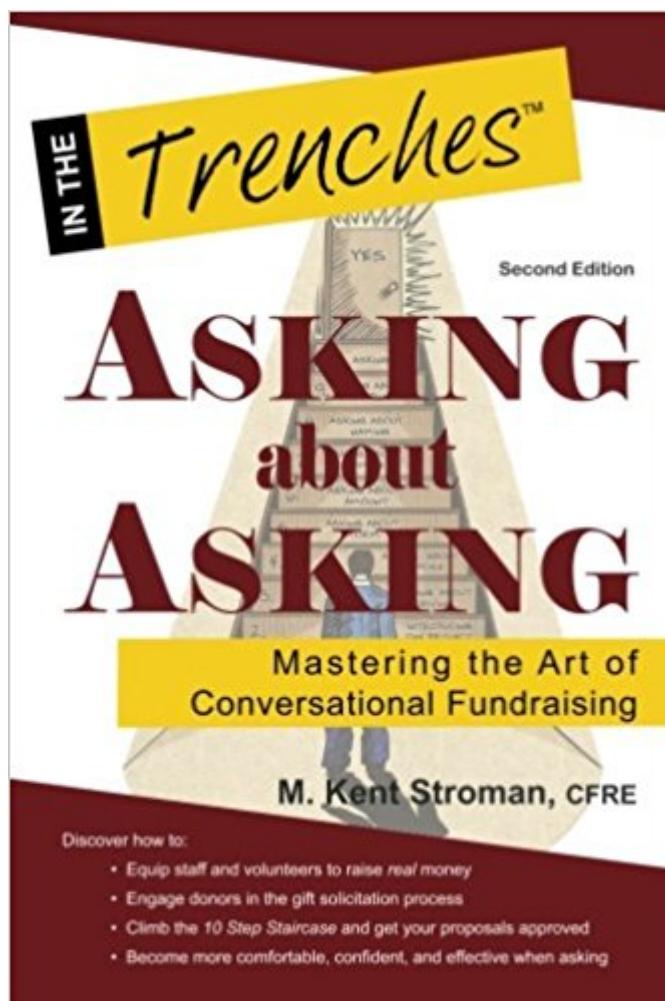


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# Asking About Asking: Mastering The Art Of Conversational Fundraising



## Synopsis

What gets in the way of your face-to-face fundraising? Can't get in to see a funder? Don't know who to ask? No time for donor calls? Fear that your prospective donor might say "no"? Asking about Asking: Mastering the Art of Conversational Fundraising shows you how to overcome these obstacles using conversational fundraising—leading to successful one-on-one gift solicitations. Conversational fundraising is a simple, effective, proven technique for soliciting contributions and recruiting volunteers. If you have ever postponed talking with a donor because you didn't know how to start a conversation about a large gift—then get your copy today. Asking about Asking gives you the tools you need to have meaningful, productive, enjoyable conversations with both current donors and potential funders. As you get out of the business of guessing and assuming by asking the right questions, your fundraising results will improve dramatically. In this second edition, the reader benefits from the input of hundreds of nonprofit leaders who identified their greatest obstacles to asking for major gifts. In this update, Stroman presents their responses—along with strategies to successfully work around these roadblocks. Asking about Asking will equip you to: Seek and find larger donations. Gain confidence as a fundraising staff member or volunteer. Climb the 10 Step Staircase and get your proposals accepted. Become more comfortable, confident and effective when asking. Build and strengthen relationships which lead to charitable gifts. Get free from assuming and guessing about donors' intentions. Identify and overcome personal and organizational fundraising obstacles. Ask donors strategic questions, in the proper sequence, prompting deeper conversations. Apply donor-centered solutions that you can begin using NOW to raise more money. Help donors TRULY ENJOY the gift making process. Stroman provides a treasury of useful tales, tools, and tips you will return to again and again. Don't wait to exchange yesterday's worn out, inadequate approaches for high impact, cutting edge techniques that REALLY work. Asking about Asking should be considered required reading for anyone involved with serious fundraising. About the In the Trenches Series As part of the CharityChannel Press In the Trenches series, Asking about Asking is written in a fun, upbeat style. But don't be fooled by its down-to-earth approach and ample use of sidebars. In the Trenches books are authoritative and cover what a beginner should know to get started and progress rapidly, and what a more experienced nonprofit-sector practitioner needs to move forward in the subject.

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## **Customer Reviews**

Regarded as America's ASKING Coach, Kent Stroman is a talented speaker, insightful advisor, effective communicator and published author. He has an appeal that transcends barriers of age, culture and occupation. Since 1976 he has been involved in teaching and organizational leadership, impacting numerous organizations with his passion for excellence. Kent is a CFRE (Certified Fund Raising Executive) and CPA (Certified Public Accountant). Kent's purpose in life is to Equip, Inspire and Encourage. He accomplishes this through speaking, writing, teaching, consulting and executive coaching. After a 25 year career in higher education, Kent launched Stroman & Associates, consulting in fundraising, board governance, strategic planning and leadership development. In recent years, Stroman has been personally involved in fundraising efforts generating tens of millions of dollars for charitable causes. He is a BoardSource-trained governance consultant, Sarkeys Foundation-approved retreat facilitator, and serves as an adjunct consultant for the Oklahoma Center for Nonprofits and has earned the Association of Fundraising Professionals' Master Trainer designation. In addition to a vast portfolio of board experience, Kent is past Chairman of the Regional Chamber of Commerce board and currently serves on the boards of the Community Foundation (Past Chairman), and United Way. Kent enjoys snow skiing, water sports, travel, reading, cooking and singing in his church choir. In 2003 Kent was named the Outstanding Fundraising Executive by Eastern Oklahoma's Association of Fundraising Professionals (AFP). In 2005 he was honored by Big Brothers Big Sisters with their cherished Ray G. Steiner "Champions" Award for "exemplifying the character qualities of leadership by example, integrity, generosity, and

commitment to excellence; and for outstanding contributions to furthering the mission of Big Brothers Big Sisters." In 2010 Stroman was awarded the prestigious "Cornerstone Award" for "his expertise, tireless dedication and hard work to transform South Haven, one of West Tulsa's most neglected and impoverished communities." Kent is a frequent speaker and presenter to regional, national and international audiences. --This text refers to an out of print or unavailable edition of this title.

"The Ask" is too often treated like a mystical event. This book, while a bit disorganized, breaks down the evaluation and decision making process most donors need to go through. The central premise, that gift officers don't need to (and shouldn't) guess or assume what is important to the donors they are working with, is refreshing. I see too much "spray and pray" style communication. Donors don't always know what they want, we need to ask perceptive questions, listen, provide examples, and listen a lot more. The stair cultivation stair step is worth the price of the book. For mgo's not currently using a gift proposal, the template is a bonus.

The insights that Kent Stroman shared in this book were immensely helpful for my husband and I as we were raising funds to serve in a non-profit Christian ministry. We began to pursue our fundraising from a donor perspective rather than just from our own perspective. This book helped us to see that rather than just following our own agenda for asking for financial support, we needed to focus on building the relationship to find out what motivates the donor to give and what they want to accomplish with their donor dollars. Our support appointments became conversations about giving rather than merely coming across as "sales pitches". This book is a must read for anyone seeking to cultivate relationships with donors that will stick with you for years to come!

This is an excellent book, full of practical advice for moving the cultivation process forward with donors. Each step of the staircase is essential in order to get to major gift success. It is also an easy read, so it is a perfect desktop companion for quick reference later.

Kent is brilliant! This is the best book on face-to-face asks I've ever read. It's a must-read for anyone who hasn't yet mastered personal fundraising.

Very practical book and it WORKS! Still working my way through it but what I've read and practiced has already made a difference in how I approach donors and potential donors. A special thanks to

my friend who recommended I get this book. I've already passed it on to our donor relations team as well.

Great book. Very easy to read and great easy-to-follow practical tips.

I have been involved in Fundraising for 42 years. And I have felt like I have attended Fund Raising 101 over 20 times. But when I read "Asking about Asking" I felt like this was my first Graduate Level Course in Fundraising! And when we shared "Asking About Asking" with our Executive School of Leadership many who had been discouraged about their fundraising efforts left encouraged and filled with hope! Thanks Kent for your masterful approach!

I had the distinct privilege of meeting the author Kent Stroman when my institution brought him on board as a consultant and interim Vice President. As the Executive Director of Development, I worked closely with Kent. Every one of our team members read his book and learned the techniques espoused for soliciting gifts. We applied his solicitation strategy to our annual fund, which had been hovering at a certain level for a long time. We had implemented several growth strategies which helped us to increase revenue by more than \$100K. "Asking About Asking" was the icing on the cake! By applying Kent's model to our annual fund, we increased almost \$200K more and reached our long-time goal of \$1,000,000. It was a celebratory moment. I continue to seek out Kent's wisdom and I value his unique approach to fundraising. It is all spelled out in Asking About Asking. This book is worth the read.

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