

Pre-Ask Samples



Values-Based Major Giving Academy

A pre-ask is a request to a donor to get their consent to be asked for a gift.

Sample Pre-Asks

I've enjoyed getting to know you and the way you think about contributing money and time to our mission and other organizations in the community. I'd like to set a time to talk with you about your gift this year. Is that okay with you?

It's been great to get to know you. I know I've had lots of questions and I appreciate your willingness to talk so openly with me about your interest in our mission and why you give. My next question is about your next gift to our organization. Is this the right time to ask you for a gift?

I've been reflecting on our conversations and your dedication to our cause. I believe that special gift from you could bring some serious momentum to this campaign. Would you be open to setting a time to talk with me about your gift?

As someone who shares our values and vision, the input you've shared about why you give is incredibly valuable to us. If you're feeling ready, I'd love to talk next about your next gift. Could we do that next month?

Wow, you're really passionate about this. I don't know if I would be doing my job if I didn't ask you right now if I should be asking you for a time to meet to talk about a special gift to this initiative. What do you think?

I'd love to find a time to talk about your giving. Is that ok with you? When is a good time?

I want to figure out just the right time and way to invite your gift again this year. But I'll be honest, I need your help. When is this conversation right for you?

You know, [name], it's getting close to the time you typically give. Should I be scheduling a chat with you about this year's gift soon? Let me know what timing looks like for you this year.

Is now a good time to talk about your giving to {organization}?

Maybe I'm mistaken, but it seems like I should be asking you for a gift for this cause right now. Am I right?