

Jeff and Charles Demo: The 'Ask' Process

Letter/Email: Jeff and Charles have known each other for years and used to serve on a church staff together. Two weeks ago, Jeff sent a letter/email to the Boyles introducing his new ministry with ISI and letting them know he would be calling to set up a time to talk about his ministry and need for financial support.

Pre-Ask Call: Jeff calls Charles to see if they got the letter/email, if they have any questions, and to ask for a F2F appointment one evening next week:

- Be sure to make contact at the pre-arranged time.
- Ask if it is a good time to talk.
- Make sure my previous communication was received.
- Ask if they have any questions about that.
- Ask if they are willing to set up a meeting in the next week or two to gain more understanding of my ministry goals and financial needs.
- Their response:
 - YES:
 - Set a time and place to meet, in-person or via Zoom
 - Send a thank you as soon as possible.
 - NO:
 - Carefully seek to discover the reason.
 - If timing is the issue, ask if I can re-contact them later.
 - If otherwise, ask if I can keep them on my mailing list for ministry updates.
 - Send a thank you as soon as possible.

The Ask:

- Thank Charles and Tracey for the time together.
- Re-connect with them.
- Share about our journey from Jordan to ISI.
- My ministry: DFD, local ministry to M* student.
- Ask if they have any questions.

- Ask Charles if he and Tracey would prayerfully consider partnering with me in this strategic and effective ministry in the harvest by means of a monthly financial commitment to ISI. Is that something you would be willing to do?
- Wait for their answer.
- It is hard to anticipate all possible responses, but here are a few:
 - “Yes, we are ready to join your team on a monthly basis”:
 - Thank them; ask if they have an amount in mind.
 - Inquire if they are prepared to make their first gift now; if not, inquire as to when they expect to make that first gift.
 - Make sure they know how to give (e.g. online, fund number, etc.).
 - Confirm their current contact information.
 - Thank them for the meeting and for their commitment.
 - Leave promo materials (e.g. prayer card).
 - “No, this is not something God is leading us to do”:
 - Carefully seek to discover the reason.
 - If timing is the issue, ask if I can re-contact them later.
 - If otherwise, ask if I can keep them on my mailing list for ministry updates.
 - Send a thank you as soon as possible.
 - We need to pray:
 - Affirm that approach. Assure them that I also will be praying.
 - Set a time and way to contact them to receive their answer.
 - See below.

The Post-Ask Call: Jeff calls Charles at the appointed time to see if he and Tracey have reached a decision about support:

- YES:
 - Thank them.
 - Ask when I might expect their first gift and make sure they know ways they can give.
 - Send a thank-you note ASAP.

- NO:
 - Thank them and ask them if I can continue to send my newsletter.
 - Make sure they are on my mailing list for my newsletter.
 - Send a thank-you note ASAP.
- NOT ABLE TO ANSWER: leave a message and call back. If that call is unanswered, seek another method of contact and try again.