***Gordy and Jeff Demo the ‘Ask’ Process***

**NSO August 2018**

**Jeff sends a letter of introduction:**

Jeff and Gordy have known each other for years and formerly served on a church staff together. Two weeks ago, Jeff sent a letter/email to Gordy introducing his new ministry with ISI and letting Gordy know he would be calling to set up a time to talk about Jeff’s ministry and need for financial support (or as *The God Ask* recommends, Jeff’s ‘ministry vision and financial goals’).

**Jeff calls Gordy to schedule a face-to-face ‘ask’:**

* **Jeff asks God to open the door before the call.**
* **Introduction:** “Hey Gordy, this is Jeff Townsend. Do you have a few minutes to chat now? How are you and Patty?”
* **Transition:** “Did you receive the letter I sent about two weeks ago introducing you and Patty to my new ministry with International Students, Inc.? Did you have any questions about what I wrote?”
* **Asking for an Appointment: “**I’d love to invite you and Patty to our home some evening next week to share more about my ministry vision and financial goals. Would Tuesday or Thursday evening next week work? Or, if you prefer, I can come to your home. What seems best to you? What works better for the Deckers, before or after 8 pm?”
* **Confirmation and Close:** “Okay, about 7:30 pm at your place next Thursday will work perfectly! I will call/text you a couple of days before just to reconfirm. Thanks for meeting with me. I sure look forward to it!”
* **What if Gordy says (see *Manual*, pp. 32-33):**
  + ***We don’t have time to meet*:** re-focus on the time crunch he and Patty are facing; suggest alternative times to meet; ask if you could share your ministry vision and financial goals right then over the phone. Be sure to send a written thank you note.
  + ***We don’t have the finances right now*:** re-focus on the financial pressures Gordy and Patty are facing; offer to help and pray; ask if you can keep them on your update mailing list and re-connect with them in 6-12 mos. to see how things are going and to re-visit the possibility of support. Remember to send a thank-you note.
  + **“No” is the Answer:** ask if you can keep them on your update mailing list; send written thank you; re-contact in 6-12 mo.

**Jeff meets with Gordy (and Patty) for the ‘ask’:**

* Thank Gordy for the time together.
* Re-connect with Gordy.
* Share about our journey from overseas ministry to ISI.
* My ministry: DFD, local ministry to M\*lm students, Broadmoor international interns.
* Ask if Gordy has any questions.
* Ask Gordy if he and Patty 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?”
* Note that *The God Ask* favors asking for a specific amount or range. That is a very personal decision that you must make with each donor. It is not something I usually do.
* Wait for Gordy’s answer.
* There are several options at this point in the conversation:
  + **Gordy may say they are ready to join my financial support team:** 
    - Express delight!
    - Share ways to give (see *Manual*, p. 53).
    - Inquire about first gift.
    - Express thanks and send a written thank-you note soon after.
  + **Gordy may ask for time for he and Patty to pray about a decision:**
    - Express understanding.
    - Suggest calling them in a week or at an interval of their choosing.
    - Set up the time for the follow-up call (see *Manual*, pp. 55-56).
    - Leave info on how they can give.
    - Express thanks and send a written thank-you note.
  + **Gordy may say that this is not something he and Patty want to do at this time:**
    - Express thanks for their consideration.
    - Ask of you can continue to include them in your ministry updates.
    - Express thanks and send a written thank-you note.
    - Follow-up in 6-12 months.

**The Post-Ask Call:** Jeff calls Gordy at the appointed time to receive the decision he and Patty have reached:

* **YES:** thank them; ask when you might expect their first gift; make sure they know ways they can give; send a thank-you note soon and after first gift.
* **NO:** thank them; ask them if you can continue to send your newsletter; makes sure they are on your mailing list for your newsletter; send a thank-you note soon.
* **NO ANSWER:** leave a message and call back. Consider texting Gordy to set a new time.