

# Making the Ask

A toolbox of 20 behavioural science frameworks designed to transform your fundraising.



**=mc** consulting

# Your Making The Ask Toolbox

Below is a quick summary of the tools you have available – four in each stage. First think about the stage you're at and then choose the tool that matches the current challenge you want to tackle.

## 1 Passion



### 1. Create a powerful Emotional Anchor

*Use when:* you're not feeling confident about your ability – and need a boost.



### 2. Establish your Personal Brand

*Use when:* you need to change a prospect's perception of you and/or your organisation.



### 3. Create a Philanthropic PIN Code

*Use when:* you want to share your key 'convincers' – hygiene factors and motivators – in the right sequence.



### 4. DOSE with philanthropic pharmaceuticals

*Use when:* you want to engage your prospect at a deep neurological level.

## 2 Proposal



### 5. Build an=mc Story Arc

*Use when:* you're looking for the strongest way to shape and share your case.



### 6. Hold out for a Hero

*Use when:* you need one of three powerful character options to put at the centre of your story.



### 7. Price Philanthropic Propositions

*Use when:* you want to match the prospect's potential with their particular passions.



### 8. Check for (Sticky) SUCCESS

*Use when:* you need to ensure your messages are impactful and memorable.

## 3 Preparation



### 9. Develop a Well-formed Outcome

*Use when:* you want to establish the clear gift goal you want to achieve.



### 10. Set out LIM-its to get what you want

*Use when:* there are a range of concrete outcomes: consider Like Intend, Must.



### 11. Flexibly re-frame your proposition

*Use when:* you need to change the way the prospect perceives your idea.



### 12. Link Think, Feel, Do

*Use when:* you want to connect what the prospect knows, feels and the action you want.

## 4 Persuasion



### 13. Try philanthropic pre-suasion

*Use when:* you can create a context making your approach more attractive.



### 14. Pay absolute attention

*Use when:* you need to be super focused on what the prospect has to say.



### 15. Build rapid rapport

*Use when:* you have to build commonality with a prospect very different to you.



### 16. Switch sensory systems

*Use when:* you discover the prospect has a different way of communicating.

## 5 Persistence



### 17. Pivot perceptual positions

*Use when:* you need to gain a different perspective.



### 18. Anticipate killer questions

*Use when:* you know your organisation has some challenges and you need a prepared response.



### 19. Call your mental mentors

*Use when:* you are stuck on next moves and need some super expert advice.



### 20. Manage the 9 Fundraising Nos

*Use when:* you hear a 'no' but want to establish if there is an alternative.