Let me HEAR YOU!

“Something good is gonna happen to me!”

Joyce Meyer

Marcy Heim, The Artful Asker, 608-772-6777, marcy@marcyheim.com

Why Do People Give?

Why do people GIVE?

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Think Differently - Why?

“We become what we think about!”
Earl Nightingale, The Strangest Secret

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FEAR THOUGHTS
- What if they say “no” and I’m embarrassed?
- What if they don’t like my project, my mission?
- It’s not a good time now.
- Saying no to me is like saying I’m not a good person. What if they don’t like me after I ask?
- There is a lot to know about complex gifts.
- People don’t like to talk about money, faith, etc.
- What if I say the wrong thing…today’s world...

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What are you THINKING?
- People know I am just looking for the money.
  I really want my giver to experience joy from her giving.
- I need to tell them what we do.
  Ask their impressions of your programs and impact. Listen.
- *(Box checked) Have someone call me. Oh man, this is someone with a complaint.
  Oh good! I can’t wait to hear what they have to say.
- I have to call to make appointments. UGH!
  People Love to Give Me Money
- I sent them an email and they didn’t respond. Why can’t people answer my email? Why don’t they call back?
  How can I make it easier for them to get in touch?

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“If you change the way you look at things, the things you look at change. ...”

Renee Thompson, “Every time I’m talking to a donor I’m helping them realize they have permission to give what brings them joy.”

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Attract Abundance!

What are YOU thinking about wealth and Money?

What have you heard about money growing up?

Attract Abundance!

Either/Or

PEOPLE LOVE TO GIVE ME MONEY!

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Let’s sing!

People love to Give me Money
To Make a Difference
People love to Give me Money
I’m the link to their investment

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Never Forget!

“It’s not about the money, it’s about what the money does. Really does.”
Marcy Heim

Philanthropy - A Definition

Philanthropy is the Mystical Mingling of a Joyful Giver, An Artful Ask and a Grateful Recipient.

Doug Lawson

The Artful Asker Cycle of Successful Relationships®

Begin the Conversation
Consider Shared Values & Interests
Show Creativity
Invoking the Grateful Recipient
Creating the Joyful Giver
Making the Artful Ask
Engagement

Used with permission from Doug Lawson

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Get CLEAR on EVERYONE's ROLE

A confused donor doesn’t give, a confused fundraiser doesn’t ask, a confused board member/volunteer doesn’t help.

—Marcy Heim

What’s important Now?

Personal Values

Q41 If the values that you indicated to be important, which influence your decisions the most?

- Family (35.0%)
- Hobbies (30.0%)
- Career (20.0%)
- Financial security (17.5%)
- Social status (12.5%)

What's important Now? Phillip Stutt Research

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Marcy’s 3-Sentence Ask©
Name __________
You have (Why ME?)
(compliment, service, giving)
You understand (Why THIS?)
(special connection to this request)
Would you consider a gift of ___ (What?)
for/to __________. Then QUIET

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**Tips in Asking**

- Your ask may spark questions to resolve before the yes
- Plan ahead for following up
- Establish the next step
- Be considerate, thank the person, be grateful

---

**What are the Common Pitfalls in Making the Ask?**

- Talk too much - never ask!
- Ask sounds cold or inconsiderate
- Say “should” and “ought”
- We ask apologetically and are embarrassed
- Eye contact breaks down
- The ask is rushed
- We break the silence too soon after ask is made

---

**The Artful Asker Cycle of Successful Relationships©**

1. Begin the Conversation
2. Consider Shared Values & Interests
3. Show Creativity
4. Invoking the Grateful Recipient
5. Yes
6. Acknowledge
7. Making the Artful Ask
8. Engagement
9. Creating the Joyful Giver
10. Additional Interest

---

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I create my life!
We become what we think about!

People Love to Give Me Money.
Something Goods Gonna Happen to me!

Not all storms come to disrupt your life, some come to clear your path.

Marcy Heim, The Artful Asker, 608-772-6777, marcy@marcyheim.com
It's not how many doors are opened
to you that counts. It's how many you
are brave enough to walk through.

And I believe you are brave!
-Marcy

Thank you! I appreciate YOU!

Text/Cell 608-772-6777
marcy@marcyheim.com
www.marcyheim.com

SHINE ON!
Know that the magic happens through you!

Marcy Heim, The Artful Asker, 608-772-6777. marcy@marcyheim.com
# PRACTICAL PLANNED GIVING CONFERENCE
## SPEAKER EVALUATION

**Date:** __________________

**Speaker:** ________________________________________

**Name (optional):** __________________________________________________

Please rate the following:

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. <strong>OVERALL</strong></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Were your major objectives for this session met? Was the content of the session vital, timely, substantive?

*Comments:______________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

| II. **RELEVANCE** | 5    | 4       | 3    | 2    | 1    |

Was the subject matter directly related to the requirements of your job?

*Comments:______________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

| III. **VALUE** | 5    | 4       | 3    | 2    | 1    |

Do you believe the benefits of this session were worth the time, effort and cost?

*Comments:______________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

| IV. **SPEAKER** | 5    | 4       | 3    | 2    | 1    |

How was their presentation style? Did the session move along at the right pace? Did they have appropriate knowledge on the topic?

*Comments:______________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

| V. **MATERIALS** | 5    | 4       | 3    | 2    | 1    |

Were the materials clear and organized and appropriately helpful for the session?

*Comments:______________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

| VI. What did you like the most about the session? |

______________________________________________________________________________________
______________________________________________________________________________________

| VI. Any suggestions to improve future sessions? |

______________________________________________________________________________________
______________________________________________________________________________________

| XII. How many years of gift planning experience do you have? |

_________