The Ask: How to Ask for Support for Your Nonprofit Cause, Creative Project, or Business Venture by Laura Fredricks

An Informed Account From A Fund-Raising Expert

A completely revised edition of the must-have resource for increasing your nonprofits bottom line

This thoroughly revised and updated edition of the best-selling book The Ask is filled with suggestions, guidelines, and down-to-earth advice that will give you the confidence to ask anyone for any size gift, for any purpose. Written in winning language, filled with sample dialogues, and offering a wealth of tips and tools, this book addresses common mistakes made when asking and shows how to correct each mistake, providing guidance and direction on how to make a great ask.

Offers step-by-step guidance for learning personal solicitation skills
Filled with real-world tools and techniques for raising money or support
Contains advice for overcoming situations such as hesitating to ask for money and following through on the ask
Written for fundraisers from any size organization
Includes information on how to apply asking skills to a fundraisers personal and professional pursuits.

My Personal Review:
You have just accepted a staff or volunteer position with a prominent local nonprofit organization. One small problem: up until this point, you never have asked anyone for a dime for charity. Fund-raising is a brand new field for you, and now you must routinely solicit large donations and other vital financial assistance from local community and business leaders. Asking for money does not come naturally to most people. Well, here's some good news: As with any other established area of expertise, you can learn this skill. You can put proven methodologies to work to persuade people to make major financial contributions to your organization. We recommend this intelligent, informative manual on valuable fund-raising procedures and techniques. Laura Fredricks is a true expert on the subject and she details all her hard-won knowledge in this book. You can't ask for much more than that. Or then again, according to Fredricks, you can. Indeed, she will teach you how to ask for everything that your organization needs.

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