

MAKING THE ASK



Making the Ask is about confidently and positively inviting people to support your organisation. Many visitors, customers, or participants are happy to give, but they often need a clear and gentle prompt.

Making the ask isn't about pressure - it's about communication, timing, and creating a positive experience. When people understand your purpose, see the impact of their support, and feel valued, they are far more likely to donate, get involved, or support again in the future.

Everyone has a role to play, not just fundraising staff. Simple actions - welcoming conversations, clear messaging, and visible donation opportunities - can make a real difference. Effective "asks" are tailored, authentic, and aligned with your organisation's values.

We can offer tailored Making the Ask training to help teams build confidence, skills, and practical techniques.

If you want to learn more about how Good Fundraising could help, please contact info@gfco.uk