

KEY TIPS FOR EFFECTIVE SOLICITATIONS

Citizens to Restore Fairness

As of August 6, 2006 [rev. Dec 11, 2006]

Overview

Because you are asking people you know personally for gifts to Citizens to Restore Fairness, you will want to make asks that feel personal, as opposed to scripted, and are specific to the person being asked. Outlined below are the key components to any effective ask. Before beginning, you may want to review our basic fact sheet to familiarize yourself with the campaign.

Step 1

Opening the conversation—being up-front about the gift request

- Informal opening and catching up
- Establish why you're calling:

If a donor from 2004: "I know you gave a very generous gift of _____ in 2004 to help repeal Article XII. As you may know, Citizens for Community Values is once again working to single out gay and transgender people for discrimination. **I'm volunteering to raise money for Citizens to Restore Fairness' campaign to protect gay and transgender people from discrimination on the November ballot. I'd like to tell you more about the campaign and ask for a gift to support our efforts.**"

If a new donor prospect: "As you may know, a group called Citizens for Community Values is trying to single out gay and transgender people for discrimination. They gathered the signatures necessary for putting our human rights ordinance up for a vote this November, where gay and transgender people could be singled out and removed from the protections of the law. **I'm volunteering to raise money for Citizens to Restore Fairness' campaign to protect gay and transgender people from discrimination on the November ballot. I'd like to tell you more about the campaign and ask for a gift to support our efforts.**"

Step 2

Ask questions to assess knowledge and support

Had you heard this issue was coming up for a vote this November?

What have you heard about our campaign?

How do you feel about this issue being on the ballot?

Step 3 Make the case for the gift

- This campaign is about ensuring that everyone in Cincinnati is protected from discrimination, including gay, lesbian, bisexual, and transgender people.
- For too long, gay and transgender people have been unfairly singled out for discrimination. For 11 years, the notorious anti-gay law known as Article XII singled out gay and transgender people for discrimination by banning the City Council from ever enacting anti-discrimination protections in the city's human rights ordinance.
- When voters repealed Article XII in 2004, the city took a big step forward toward promoting justice, fairness, and equality for all.
- Yet our work is not done. Repealing Article XII only lifted the anti-gay ban in the city charter; gay and transgender people can still be fired from their jobs or evicted from their apartments because of who they are.
- This November, Cincinnati voters will write the final chapter of the 13-year saga to end gay and transgender discrimination — will the city finally affirm equal protections for gay and transgender people or vote to make gay people second-class citizens?
- Together, we can make Cincinnati the city that all of us can be proud of — one that welcomes, includes, and protects all of its citizens. Here's a couple of reasons why we'll win with your help: [list a couple of points from the fact sheet]

Q: What do you think about our plan and strategy to win?

Step 4 THE ASK

- But to build this kind of campaign, we need to raise \$750,000 in just 3.5 months.
- When we repealed Article XII two years ago, we had 18 months to raise the same amount of money.
- Our most immediate priority is to raise \$_____ for _____ by _____.
- Will you help us meet our goal by giving a contribution of \$_____ today?

AT THIS POINT, BE QUIET AND WAIT FOR THE OTHER PERSON'S RESPONSE. DO NOT CONTINUE TO EXPLAIN OR APOLOGIZE FOR ASKING. LET THE DONOR THINK IT OVER.

If they say yes: Go to step 5 to finalize the gift.

If they say the amount is too high: The campaign really needs your support. We have raised \$50,000 of seed money to date but now we have to raise much more to run a full fledged campaign. We have to raise \$200,000 by the end of August to be on track to meet our goal. We anticipate that like last time, the other side will raise well over a million dollars to campaign against us.

Would you be willing to give _____ [ask for _ of previous amount]?

If they say they cannot give at all: It sounded earlier that this was an important issue to you — **What's your hesitation about giving?** [Engage and answer their questions about the campaign, or if it's about the amount, ask: **What would be an amount that would be comfortable to you?**]

Thank everyone for their support, whether they give or not.

Step 5
Finalizing the Gift

Q: “Would you be able to pay in one lump sum today by check or credit card?”

If yes by check: Write down the pledge amount on the call sheet and tell the donor he or she will be receiving a pledge payment-remittance envelope from campaign headquarters in a few days. Thank the donor again.

If yes by credit card: Take down all of the appropriate credit card information on the call sheet. Thank the donor again.

If no but wants to pay over time in installments: Write down the dates and amounts of the next several installments on the call sheet. Thank the donor again.

FOR ALL OF THE ABOVE: Mail the call sheets to the CRF office immediately after securing a gift. Mailing address: 318 E. 4th Street, Cincinnati, OH 45202.

FINAL TIPS

Before giving up a donor, try reaching them three times before giving up and returning the call sheet to the campaign office. You may leave a voicemail message: “I am calling to talk with you about the human rights ordinance.” Don’t expect calls back. You need to make second and third attempts at different times of day.

After the donor sends in the contribution or the credit card is processed, the campaign will send the donor a thank-you note. Solicitors will be copied on thank-you notes, so this is your way of knowing that the donor followed through with the verbal pledge.

Please consider sending the donor a personal thank-you note yourself.

THANKS FOR BEING A SOLICITOR!

YOUR EFFORT WILL HELP US WIN ON ELECTION DAY!