



Finally, asking people for donations can feel overwhelming. So, here are some tips!

- Remember, you're asking for a good cause! Your energy will be felt by those you're speaking with. Be confident asking for support; it's worth it!
- Call during receptive times for the business (i.e. not during lunch rush!) Tuesdays and Wednesdays from 3-4pm are often ideal for most businesses.
- Establish a "Why Wishing Well?" pitch that you will use for each call/email. (Ex: "Wishing Well is a school that is growing quickly and we want to be able to accommodate all families regardless of their financial status. We need to look beyond tuition in order to accommodate this growth!")
- Don't be afraid to ask for bigger items. At best you get the big ask, and if not you will most likely get something else of value.
- Do look at the vendor's website ahead of time so that you can speak to their business and make a personal connection if possible. (Ex: if you are calling a restaurant, look over their menu so you can say to the manager, "We know your [insert menu item] is so popular, and we are really looking forward to offering your gift card as we know it will be a hot ticket item!")
- Use positive language/assume the person you are talking to will want to donate. Ex: "Thank you so much for your time, we are really excited to have your support."
- Don't get disheartened when you are told no. Feel free to throw in a quick line like, "Any donation helps," and thank them for their time.
- Look over the donation letter so you can mirror the language we are projecting around the gala, and if you feel like it, make it more personal by physically giving the letter directly to the potential donor.

Thank you again, and if you have questions or need a partner to help out with any big asks you have in mind, please contact Allison or Casey- we are here for you!

With gratitude,

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