



## **Tips for having a conversation with a potential donor**

### Relax

- Know that you're not begging or asking for charity.
- People give because they want to and because it makes them feel good.
- Know that you're talking to someone you know and who knows the Extension Master Gardener Program.
- Know that you're most likely talking to someone who is philanthropic and encouraging them to consider a new commitment.
- Know that you're offering an opportunity for them to be involved in something really important to the future of the WSU Extension Master Gardener Program.
- Know your role is to help people see how they can help the endowed chair campaign be successful.

### Prepare

- Know all you can about the potential donor.
- Know the campaign's purpose well enough to internalize it and be able to speak about the piece or pieces that are most important to you.
- Be able to explain why campaign success is important and how it will benefit the WSU Extension Master Gardener Program and Program volunteers.
- Be ready to answer any and all potential questions that may arise or to know where to go to find the answers.
- Be prepared for a 'no' answer.
- Be ready to connect the potential donor to the CAHNRS Development office.
  - Nick Dolce, [nick.dolce@wsu.edu](mailto:nick.dolce@wsu.edu), 509-339-9758
  - Chalayne Foster, [Chalayne.foster@wsu.edu](mailto:Chalayne.foster@wsu.edu), 509-592-3278

### Make the case, tell the story

- Make your case for support, tell it like a story, bring the idea of an endowed chair fully dedicated to the WSU Extension Master Gardener Program to life using your own words.
- Mention your own commitment; speak of it with enthusiasm and passion.
- Make a specific ask-if you're comfortable; or suggest that you introduce them to Nick or Chalayne.
- Stop talking and listen.

Tips compiled from:

*The Non-Profit Handbook: Fund Raising Second Edition*: Edited by James M. Greenfield, ACFRE, FAHP



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**EXTENSION**

WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office.

## Sample Conversation Starter/Structure

1. What is your personal connection to Extension Master Gardener Program, and can you tell me about it?
2. How do you see the impact of MG in the community?
3. Do you have any ideas about how to share the impact of the MG program?
4. How would you like to personally leave your mark on the MG program?
5. What do you foresee your personal contribution to MG looking like?
6. I would love to connect you with one of our development officers at WSU to talk more in depth about how you can impact the MG program now and in the future.