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Making the Ask: Wait – what? You say that's the easy part?

Topic: Major Gifts/Campaigns (MG)

During this session we will talk about specifics in making the ask but will also do this in context of the overall donor process. The ask is often considered the key and most stressful part of the process but when done correctly shouldn't be so bad. And anyway the worst that they can say is no. Audience participation is encouraged.