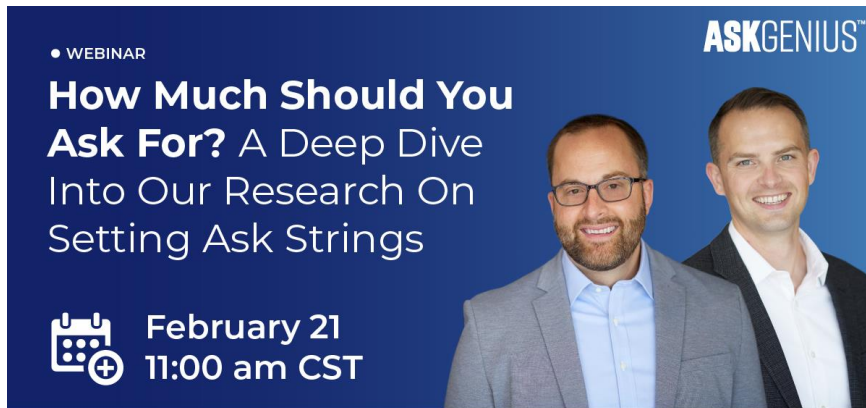


The webinar will start soon



• WEBINAR

ASKGENIUS[™]

How Much Should You Ask For? A Deep Dive Into Our Research On Setting Ask Strings

February 21
11:00 am CST

Hosted by: Nic Prenger & Andrew Menke

1

Today's Presenters



Nic Prenger
Founder and CEO



Andrew Menke
Vice President of AskGenius

2



Fundraising Consulting
Annual Appeal Management
Raiser's Edge Database Administration
Fundraising Automation



3

ASKGENIUS®

BY PRENGER SOLUTIONS GROUP



4

Areas that we've optimized

5

Areas we've optimized

- ✓ Writing the fundraising letter
- ✓ Designing your pledge card
- ✓ Using email for fundraising
- ✓ Using social media for fundraising
- ✓ Donations pages
- ✓ Donor personas
- ✓ Direct mail strategies
- ✓ Year-end giving

How to set the perfect ask amounts

You are here

6

Understanding donor personas

7



Steady Eddie



First gift Fran



Campaign Cathy



Checkbox Charlie



Infrequent Earl



Hidden Gem Helen

8



Steady Eddie

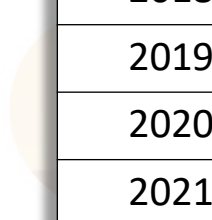
Year	Appeal Gift
2016	\$100
2017	\$100
2018	\$100
2019	\$100
2020	\$100
2021	\$100



Checkbox Charlie



First gift Francis



Infrequent Earl



Hidden Gem Helen

9



Steady Eddie



First gift Francis


Best Strategies

- You can ask for more, but you won't get it
- If you ask for less, he may give less


Year	Appeal Gift
2016	\$100
2017	\$100
2018	\$100
2019	\$100
2020	\$100
2021	\$100

Hidden Gem Helen


10




Steady Eddie



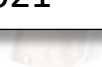
First gift Fran



Checkbox Charlie




Infrequent Earl




Hidden Gem Helen

Year	Appeal Gift
2016	\$0
2017	\$0
2018	\$0
2019	\$0
2020	\$20
2021	???

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Steady Eddie



First gift Fran

Best Strategies

- Big opportunity for increased giving to appeal
- *Delightful* first giving experience
- Ask for a large increase in year 2



Hidden Gem Helen

Year	Appeal Gift
2016	\$0
2017	\$0
2018	\$0
2019	\$0
2020	\$20
2021	???

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Year	Appeal Gift
2017	\$20
2018	\$100
2018	\$100
2018 Campaign Gift \$50,000	
2019	\$0
2020	\$0
2021	???



Campaign Cathy



Hidden Gem Helen

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Year	Appeal Gift
2017	\$20
2018	\$100
2018	\$100
2018 Campaign Gift \$50,000	
2019	\$0
2020	\$0
2021	???



First gift Fran



Campaign Cathy

Best Strategies

- Use the *letter* to recognize her campaign generosity
- In person visits
- Increase her gift request once the pledge is complete

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Best Strategies

- Ask for a reasonable increase
- Give him a hug for being the perfect, loyal supporter



Checkbox Charlie



Infrequent Earl

Year	Appeal Gift
2016	\$50
2017	\$55
2018	\$61
2019	\$67
2020	\$73
2021	<any reasonable ask>

Best Strategies

- Greatest opportunity for increased giving to appeal
- Don't treat him like a non-donor
- Dig deep into his giving history



Checkbox Charlie





Infrequent Earl

Year	Appeal Gift
2016	\$1,000
2017	\$0
2018	\$1,500
2019	\$0
2020	\$0
2021	\$0

Hidden Gem Helen

Year	Appeal Gift
2016	\$100
2017	\$100
2018	\$0
2019	\$20
2020	\$100
2021	???





Checkbox Charlie Infrequent Earl Hidden Gem Helen

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Best Strategies

- Stop sending her ask strings
- Stop sending her direct mail
- Start reaching out in person



Checkbox Charlie Infrequent Earl Hidden Gem Helen

18



Steady Eddie



First gift Fran



Campaign Cathy



Checkbox Charlie



Infrequent Earl



Hidden Gem Helen

19

Pledge card research

20

CHARITY AND DEVELOPMENT APPEAL

Make your gift online give.dioctn.org or just "CODA" to 480-913-0353

1. WE'LL WANT TO SUPPORT THE CHARITY & DEVELOPMENT APPEAL!

With a monthly gift of \$50, \$100, \$150, \$250, \$500 or Other \$ _____

With a one-time gift of \$50, \$100, \$150, \$250, \$500 or Other \$ _____

2. PAYMENT DETAILS

Make checks payable to CODA. Never check in a routine as CODA.

Full amount enclosed Credit card (see below) Payment Enclosed Please pay online

Check enclosed \$ _____ Balance remaining \$ _____

I would like to pledge a gift now.

\$25 \$50 \$75 \$100 \$250 \$500 Other \$ _____

Check One: Single Payment in Full Credit Card Payment (see below)

Monthly Payments # of Payments _____ Online Payment at www.annualgiftplan.org

You May Pay Using Your Credit Card By Carefully Completing The Following:

Name on Credit Card (Please Print) _____ Daytime Phone _____

Check One VISA MASTERCARD CREDIT CARD# _____ CVV _____ EXPIRATION DATE _____

Our Time Payment Monthly Payments
Amount \$ _____ Or Amount To Be Deducted Each Month \$ _____ For _____ Months, Starting In _____

SHARING GOD'S GIFTS Please prayerfully consider your gift to The Cardinal's Annual Stewardship Appeal.

My total pledge: \$ _____

Amount enclosed \$ _____

Balance due \$ _____

ARCHBISHOP'S ANNUAL APPEAL

1. I want to support the Archbishop's Annual Appeal

With a monthly gift of \$50, \$100, \$150, \$250, \$500 or Other \$ _____

With a one-time gift of \$50, \$100, \$150, \$250, \$500 or Other \$ _____

Other ways to give: Please contact me about a gift of stock/bonds/real estate. I would like to learn more about including the Archbishop of Omaha, to be included in other Catholic initiatives in my area.

DIocese OF TULSA and Eastern Oklahoma

Appeal Gift Plan

Thank you for your gift of \$750

Total Pledge	\$ 750
Monthly Payments	10
Total Pledge	10
10 Monthly Payments	10
\$1,000	1,000
\$750	750
\$250	250
\$500	500

Total Pledge \$ _____

Payment Enclosed \$ _____

Payment details on reverse with the first payment.

Mr. Ms. Mx. Name _____

Address _____ City _____ State _____ Zip _____

Total Pledge: \$ _____

Payment Enclosed: \$ _____

Balance Due: \$ _____

Payment Option: Please Balance Please Payment Enclosed Please Monthly Installments

Thank you for your gift to Catholic Family Sharing Appeal

1. Enclosed is my tax-deductible gift of:

One-Time Gift Gift of \$ _____

Monthly Gift Gift of \$ _____

2. Gift Amount:

Total amount pledged \$ _____

Amount enclosed \$ _____

Balance to be paid \$ _____

3. Payment method:

Check enclosed. Mailed payable to _____

Payment from my checking/savings account (not included)

Credit/Debit (not included)

4. My contact information:

Name _____

Address _____

City _____ State _____ Zip _____

Give Your Gift Online

Visit www.giving.southcentral.org

Annual Appeal Gift Plan

Monthly Gift	One-Time Gift
\$25	\$250
\$50	\$500
\$75	\$750
\$100	\$1,000
\$150	\$1,500
\$200	\$2,000
\$250	\$2,500
\$300	\$3,000
\$350	\$3,500
\$400	\$4,000
\$450	\$4,500
\$500	\$5,000

Payment Details:

Monthly Gifters Only One-Time Gifters Only

Leave A Legacy

Payment Authorization: (Please Print)

Name & Address of Cardholder: _____

Signature: _____

Together in Christ

Please return this form in the enclosed envelope to: Cardinal's Appeal, PO Box 928, Lewiston, NE 68243-0928

Monthly Payments of: \$25, \$50, \$75, \$100, \$150, \$200, \$250, \$300, \$350, \$400, \$450, \$500

Suggested Total Pledge: \$50, \$100, \$150, \$200, \$250, \$300, \$350, \$400, \$450, \$500

My Total Pledge: \$ _____

Amount Enclosed \$ _____

Balance Due \$ _____

I turn to you, Lord, in time of trouble.

Appeal Gift Plan

Monthly Gift	One-Time Gift
\$25	\$250
\$50	\$500
\$75	\$750
\$100	\$1,000
\$150	\$1,500
\$200	\$2,000
\$250	\$2,500
\$300	\$3,000
\$350	\$3,500
\$400	\$4,000
\$450	\$4,500
\$500	\$5,000

Annual Stewardship Appeal

Continuing the Mission

(1) \$10,000	(1) \$15,000	(1) \$20,000	(1) \$25,000	(1) \$30,000
(1) \$35,000	(1) \$40,000	(1) \$45,000	(1) \$50,000	(1) \$55,000

Enclosed is a pledge payment of \$ _____ for your 20_____

Name: _____ Title: _____

Address: _____ City/State/Zip: _____

Phone: _____ E-mail: _____

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I would like to pledge a gift now.

\$25 \$50 \$75 \$100 \$250 \$500 Other \$ _____

Check One:

Single Payment in Full Credit Card (see below)

Monthly Payments _____ # of Payments Online Payment at www.annualgiftplan.org

You May Pay Using Your Credit Card By Carefully Completing The Following:

Name on Credit Card (Please Print) _____

Check One VISA MASTERCARD CREDIT CARD# _____ CVV _____

One-Time Payment Monthly Payments

Amount \$ _____ Or Amount To Be Deducted Each Month \$ _____ For _____ Months, Starting In _____

22

Two kinds of pledge cards



23

Open-ended pledge card

	<p>Make your gift online! <XXXXXX.SalinaDiocese.org></p> <p>To make your gift by credit card or electronic funds transfer, please visit our secure website</p> 
1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE	2. PAYMENT DETAILS
<p>Thank you for your generosity. Your leadership gift is greatly appreciated!</p> <p>\$ _____</p>	<p>Make checks payable to: Bishop's Annual Appeal</p> <p><input type="checkbox"/> Full amount enclosed <input type="checkbox"/> First payment enclosed</p> <p>Check enclosed for: \$ _____ Balance remaining: \$ _____</p>
<p><i>For questions or assistance, please call the Foundation Office at 785-827-8746 or email development@salinadiocese.org.</i></p>	

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Open-ended pledge card

YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE

Thank you for your generosity.
Your leadership gift is greatly appreciated!

\$ _____

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Pledge card with ask amounts

 **CALL TO share**

Make your gift online!
<XXXXX.SalinaDiocese.org> 

To make your gift by credit card or electronic funds transfer, please visit our secure website

1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE

With a **recurring** gift of:

\$<50> \$<100> \$<175> \$<250> Other \$ _____

Until I choose to stop 12 monthly payments 4 quarterly payments

OR

With a **one-time** gift of:

\$<100> \$<250> \$<500> \$<1,000> Other \$ _____

2. PAYMENT DETAILS

Make checks payable to:
Bishop's Annual Appeal

Full amount enclosed
 First payment enclosed

Check enclosed for: \$ _____
Balance remaining: \$ _____

For questions or assistance, please call the Foundation Office at 785-827-8746 or email development@salinadiocese.org.

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Pledge card with ask amounts

1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE

With a recurring gift of:

\$<50> \$<100> \$<175> \$<250> Other \$ _____

OR

With a one-time gift of:

\$<100> \$<250> \$<500> \$<1,000> Other \$ _____

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Which pledge card works better?

28

Open-ended card

	
<p>Make your gift online! <XXXXX.SalinaDiocese.org></p> <p>To make your gift by credit card or electronic funds transfer, please visit our secure website </p>	
1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE	2. PAYMENT DETAILS
<p>Thank you for your generosity. Your leadership gift is greatly appreciated!</p> <p>\$ _____</p>	<p>Make checks payable to: Bishop's Annual Appeal</p> <p><input type="checkbox"/> Full amount enclosed <input type="checkbox"/> First payment enclosed</p> <p>Check enclosed for: \$ _____ Balance remaining: \$ _____</p>
<p>For questions or assistance, please call the Foundation Office at 785-827-8746 or email development@salinadiocese.org.</p>	

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Open-ended card



Best used for:
major donors

30

Card with ask amounts

1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE

- OR
- With a recurring gift of:
 - \$<50>
 - \$<100>
 - \$<175>
 - \$<250>
 - Other \$ _____
 - With a one-time gift of:
 - \$<100>
 - \$<250>
 - \$<500>
 - \$<1,000>
 - Other \$ _____

31

Card with ask amounts

Best used for:
everyone else



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Setting the *perfect ask amounts*



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Method 1	Method 2	Method 3
Send everyone the same pledge card	Create high, medium and low pledge cards	Ask for 10% more than last year's gift
Appeal gift last year	Appeal gift 2 years ago	Appeal gift 3 years ago
Capital campaign gift	Special event gift(s)	Largest gift
Most recent gift	Date of first gift	Date of last gift
Total lifetime giving	Zip code	Target Analytics

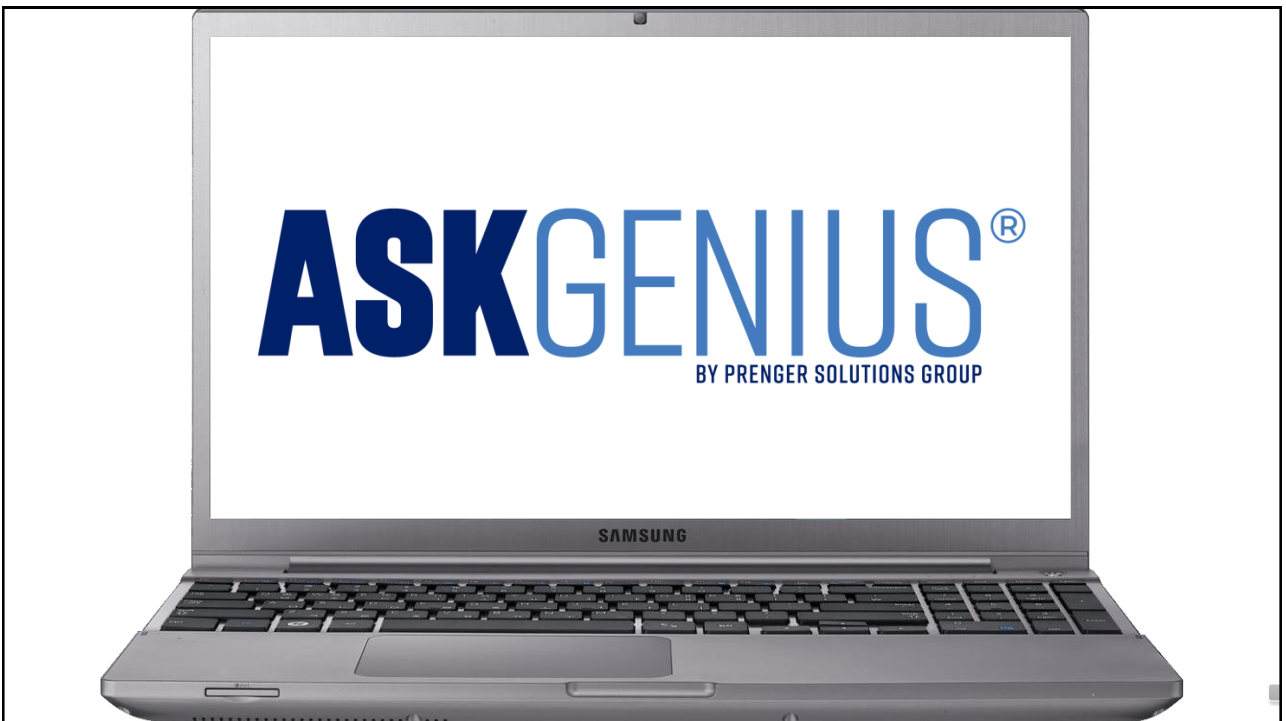
34

Our idea...

Set **custom** amounts for every household

Appeal gift last year	Appeal gift 2 years ago	Appeal gift 3 years ago
Capital campaign gift	Special event gift(s)	Largest gift
Most recent gift	Date of first gift	Date of last gift
Total lifetime giving	Zip code	Target Analytics

35



36

Practical application of our research

ASK
GENIUS

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You can't ask everyone
for the *same amount*

ASK
GENIUS

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Method 1	Method 2	Method 3
Send everyone the same pledge card	Create high, medium and low pledge cards	Ask for 10% more than last year's gift

39

Standard amounts	Personalized amounts
All Donors <input type="checkbox"/> \$100 <input type="checkbox"/> \$150 <input type="checkbox"/> \$250 <input type="checkbox"/> \$500	A <input type="checkbox"/> \$25 <input type="checkbox"/> \$50 <input type="checkbox"/> \$75 <input type="checkbox"/> \$100 B <input type="checkbox"/> \$75 <input type="checkbox"/> \$150 <input type="checkbox"/> \$300 <input type="checkbox"/> \$500 C <input type="checkbox"/> \$250 <input type="checkbox"/> \$500 <input type="checkbox"/> \$750 <input type="checkbox"/> \$1,000 D <input type="checkbox"/> \$325 <input type="checkbox"/> \$450 <input type="checkbox"/> \$850 <input type="checkbox"/> \$1,250
4.5% increase in average gift	29%  increase in average gift

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You *can't* ask everyone
for a 10% increase

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Method 1

Send everyone the
same pledge card

Method 2

Create high, medium
and low pledge cards

Method 3

Ask for 10% more
than last year's gift

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Initial Gift		10% Increase	
\$20	----->	\$22	Way too low
\$100	----->	\$110	Way too low
\$500	----->	\$550	Prob too low
\$1,000	----->	\$1,100	Too weird
\$5,000	----->	\$5,500	Possibly OK

43


Initial Gift	10% Increase	Moderate	Aggressive
\$20	\$22	\$100	\$250
\$100	\$110	\$250	\$500
\$500	\$550	\$750	\$1,000
\$1,000	\$1,100	\$1,250	\$2,500
\$5,000	\$5,500	\$5,500	\$7,500

44

Initial Gift	10% Increase	Moderate	Aggressive
\$20	\$22	400%	1,150%
\$100	\$110	150%	400%
\$500	\$550	50%	100%
\$1,000	\$1,100	25%	150%
\$5,000	\$5,500	10%	50%

45

Don't assume *low gift*
 means *low capacity*



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First-time donors are everything



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Steady Eddie



First gift Fran



Checkbox Charlie



Infrequent Earl

Year	Appeal Gift
2016	\$0
2017	\$0
2018	\$0
2019	\$0
2020	\$20
2021	???

Hidden Gem Helen

50



Steady Eddie



First gift Fran

Best Strategies

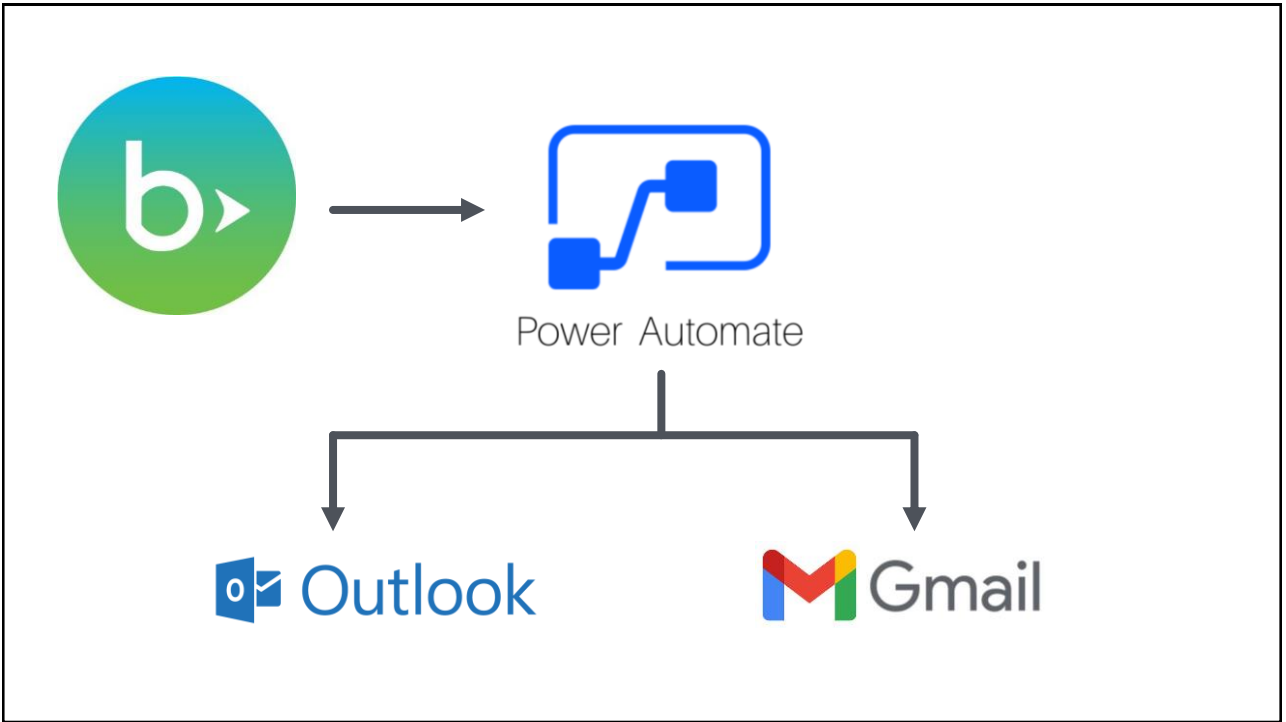
- Big opportunity for increased giving to appeal
- *Delightful* first giving experience
- Ask for a large increase in year 2

Year	Appeal Gift
2016	\$0
2017	\$0
2018	\$0
2019	\$0
2020	\$20
2021	???

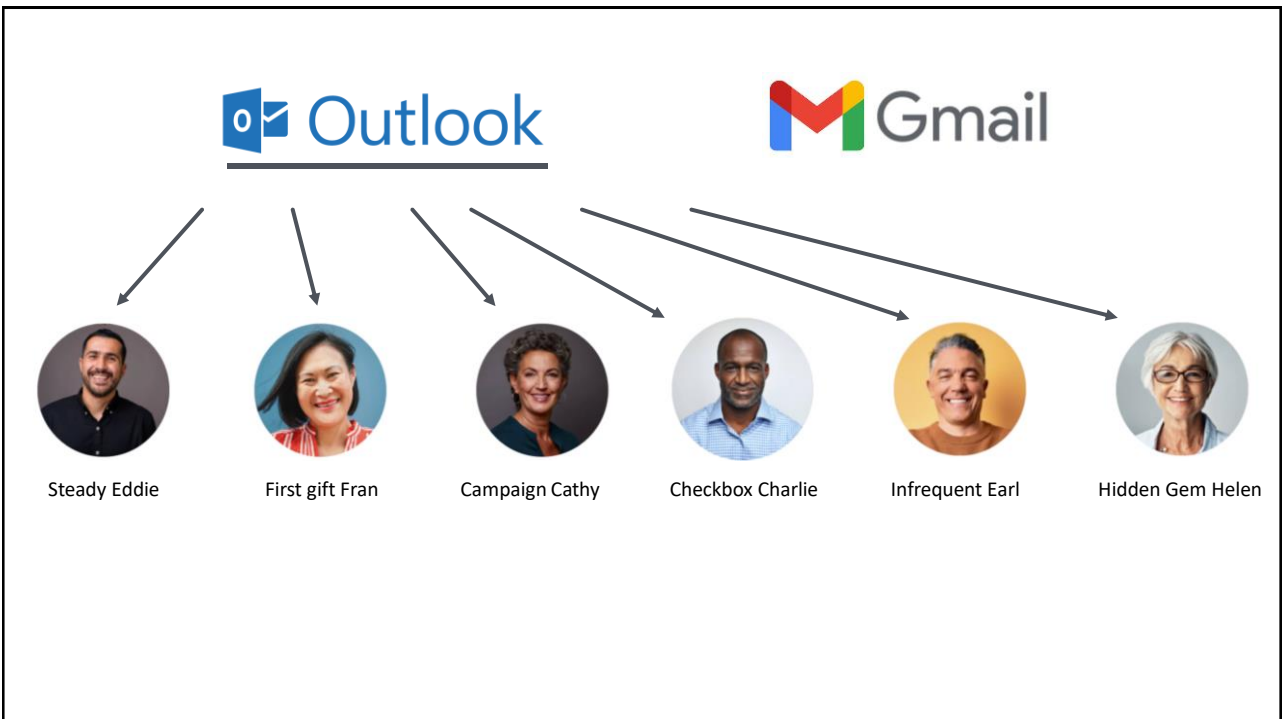
Hidden Gem Helen



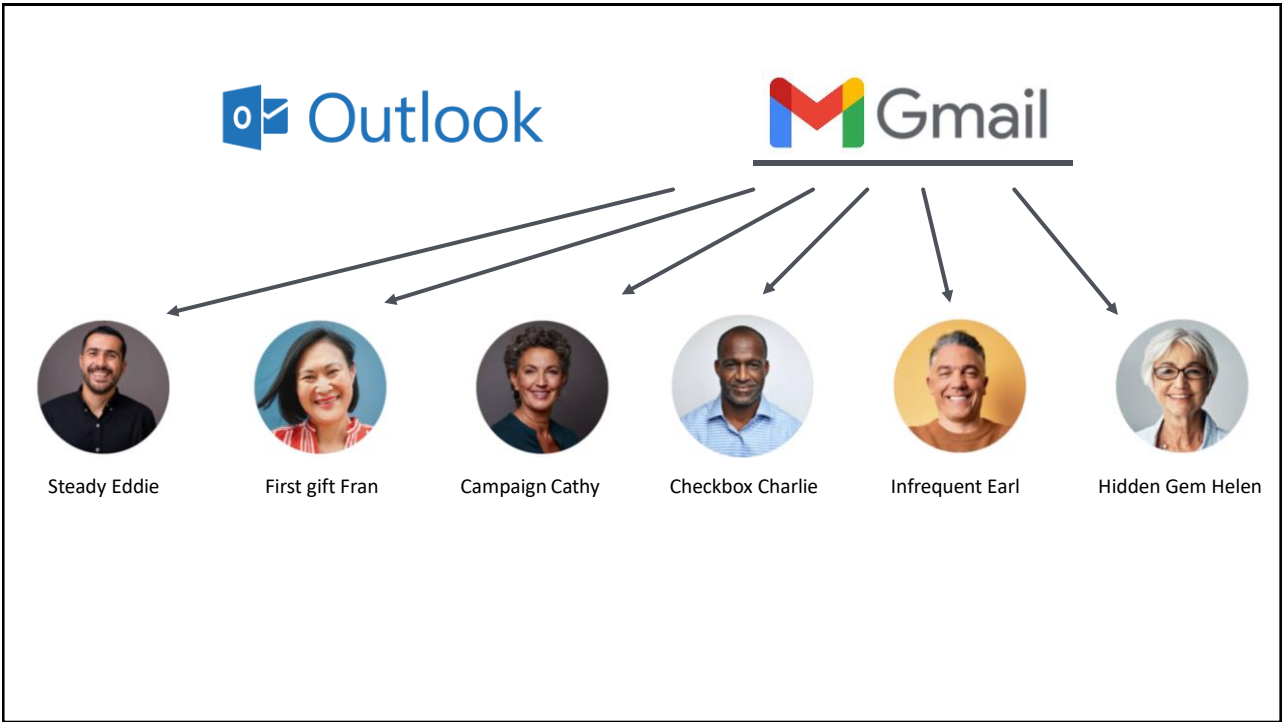
Power Automate



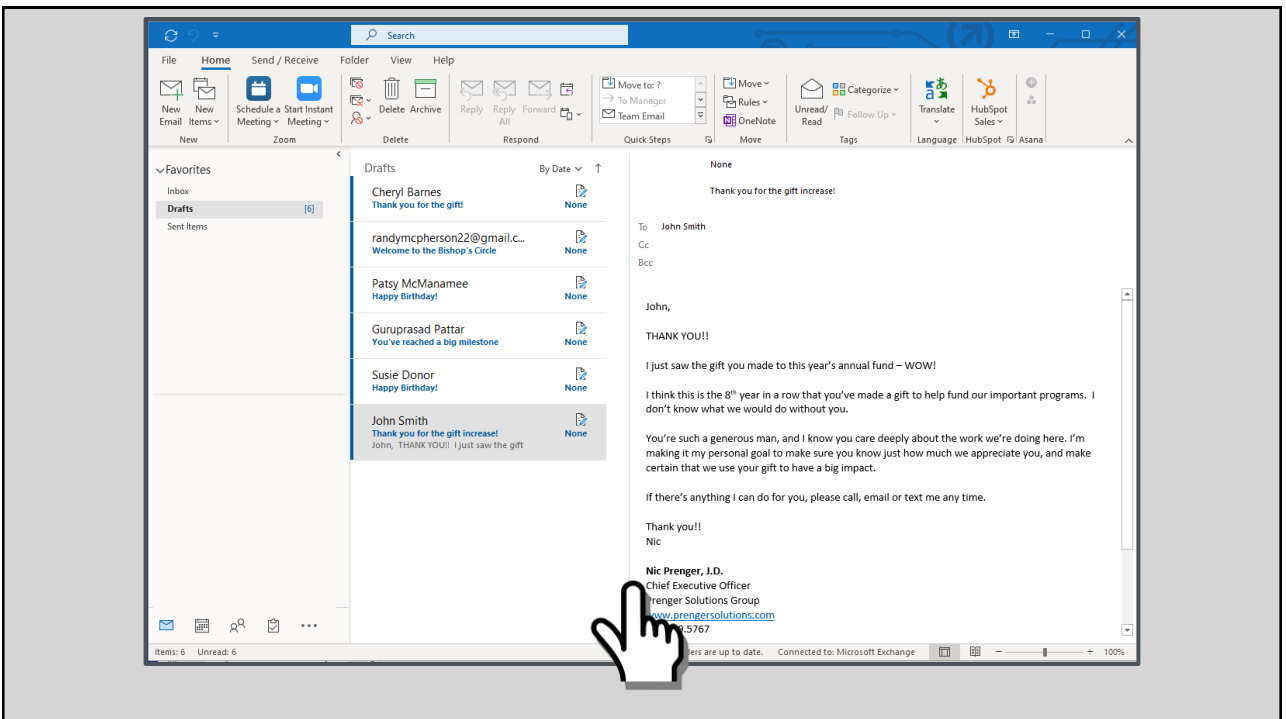
53



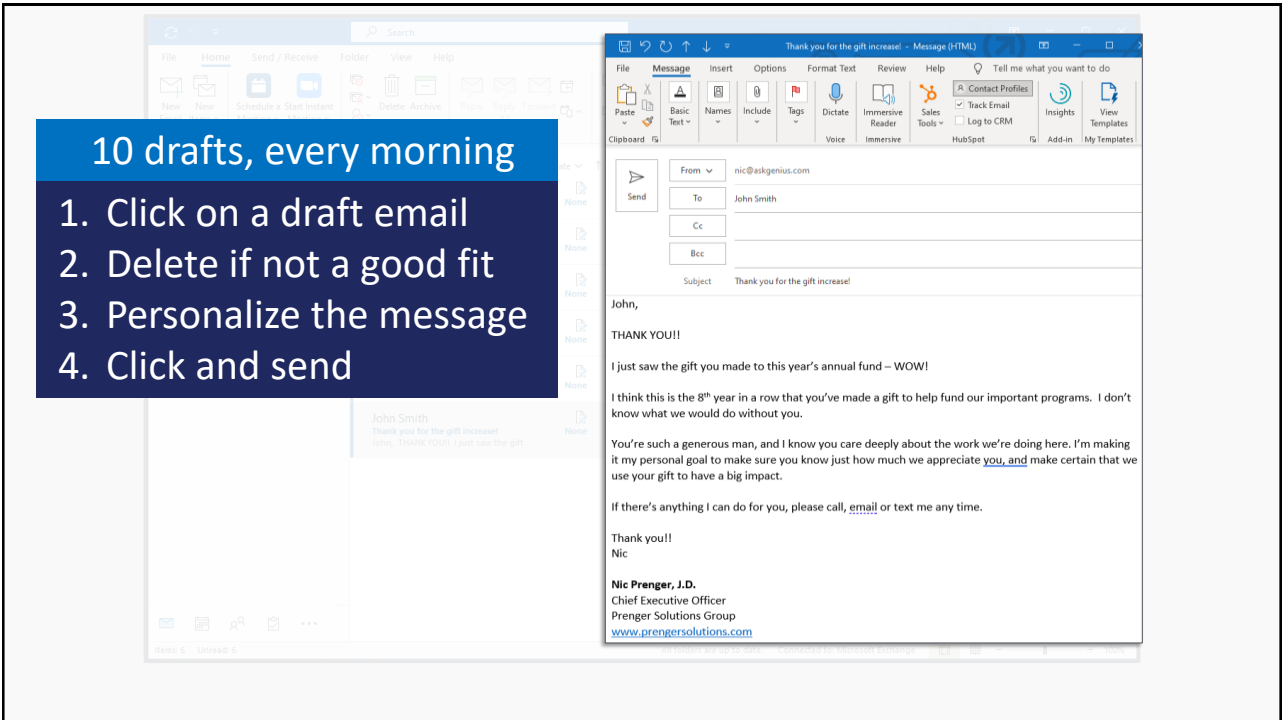
54



55



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10 drafts, every morning

1. Click on a draft email
2. Delete if not a good fit
3. Personalize the message
4. Click and send

The screenshot shows an email client interface. On the left, a list of draft emails is visible, with one selected: "John Smith Thank you for the gift increase! (new, 10 drafts, 10 drafts, 10 drafts, 10 drafts, 10 drafts, 10 drafts, 10 drafts, 10 drafts, 10 drafts, 10 drafts)". On the right, the email composition window is open, showing the following content:

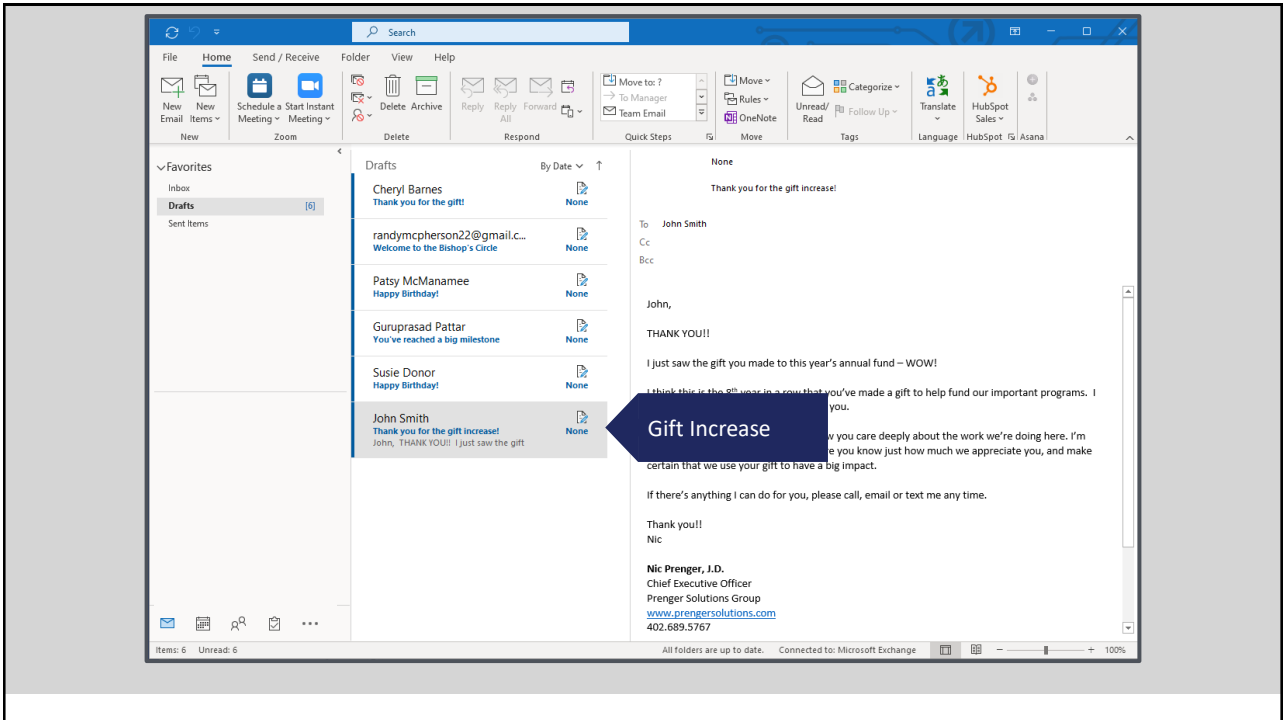
From: nic@askgenius.com
To: John Smith
Subject: Thank you for the gift increase!

John,
THANK YOU!!!
I just saw the gift you made to this year's annual fund – WOW!
I think this is the 8th year in a row that you've made a gift to help fund our important programs. I don't know what we would do without you.
You're such a generous man, and I know you care deeply about the work we're doing here. I'm making it my personal goal to make sure you know just how much we appreciate you, and make certain that we use your gift to have a big impact.
If there's anything I can do for you, please call, email or text me any time.
Thank you!!
Nic
Nic Prenger, J.D.
Chief Executive Officer
Prenger Solutions Group
www.prengersolutions.com

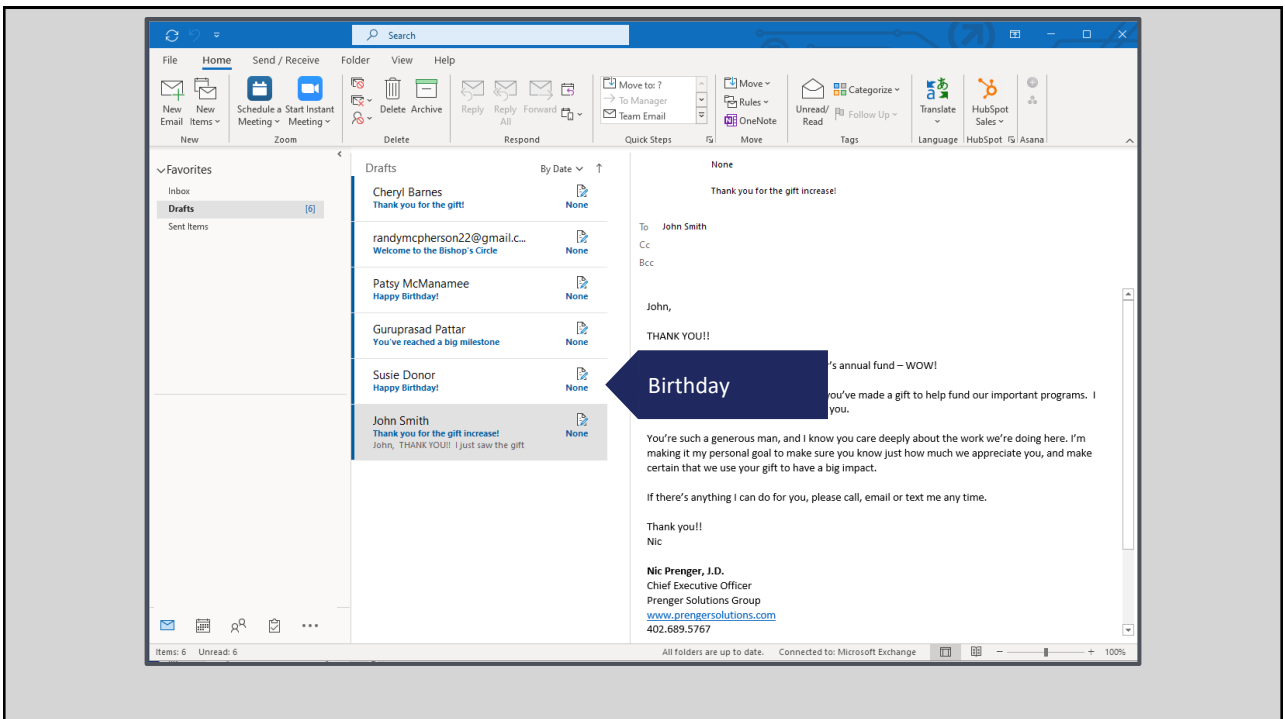
57



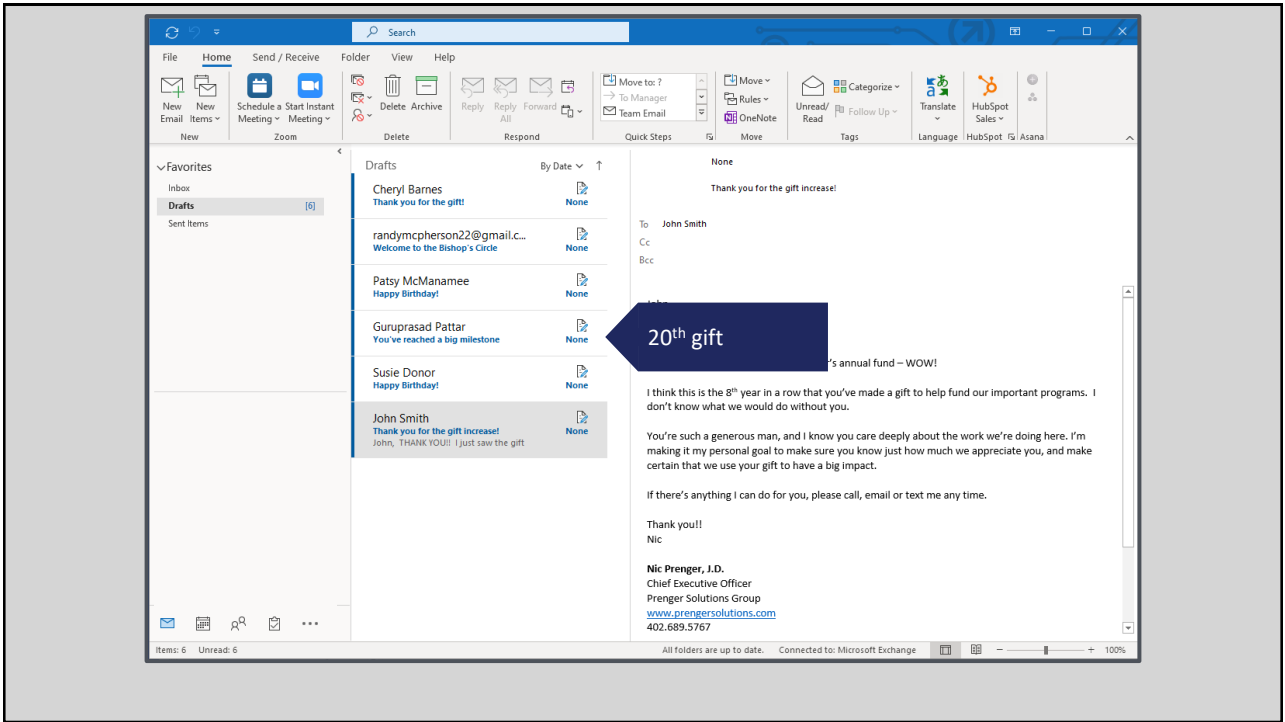
58



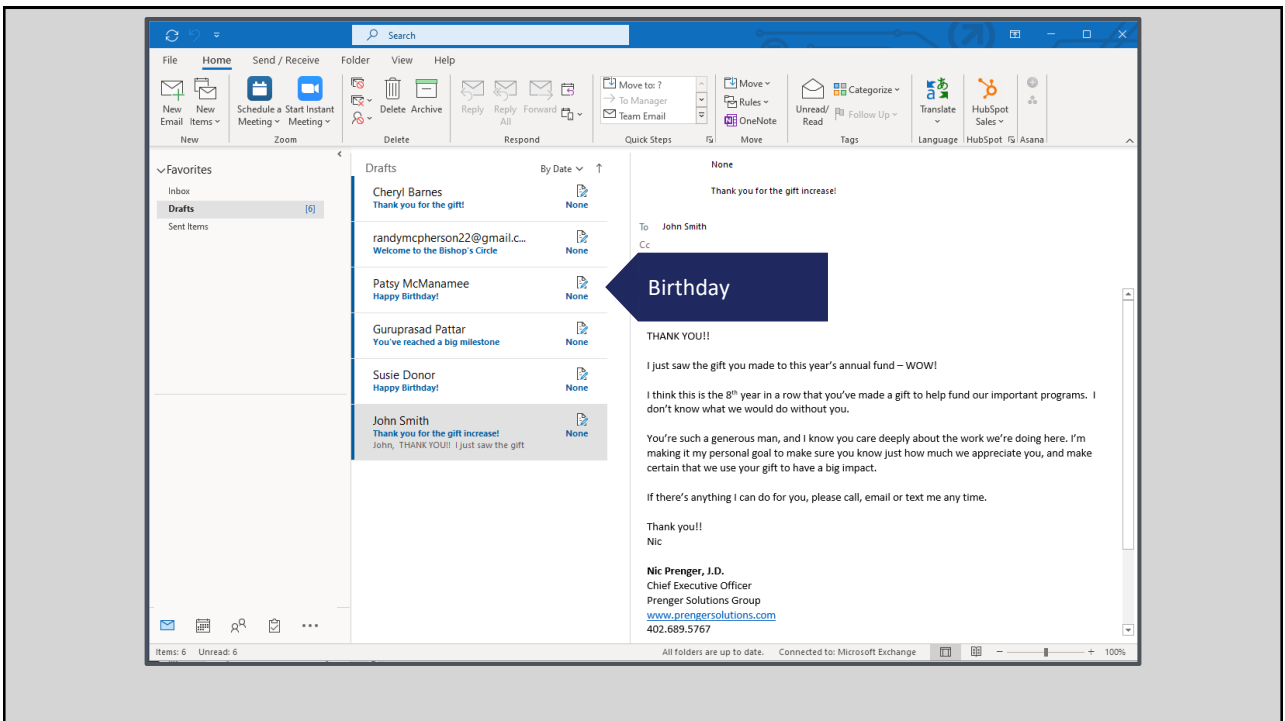
59



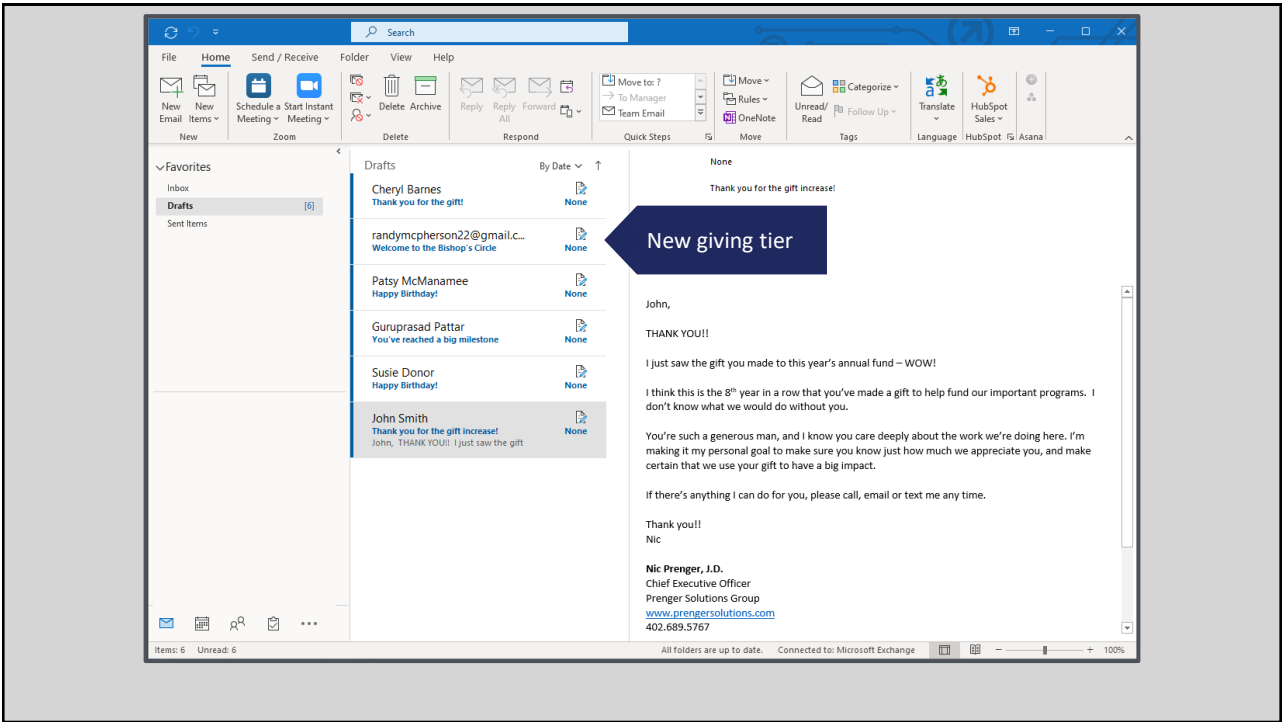
60



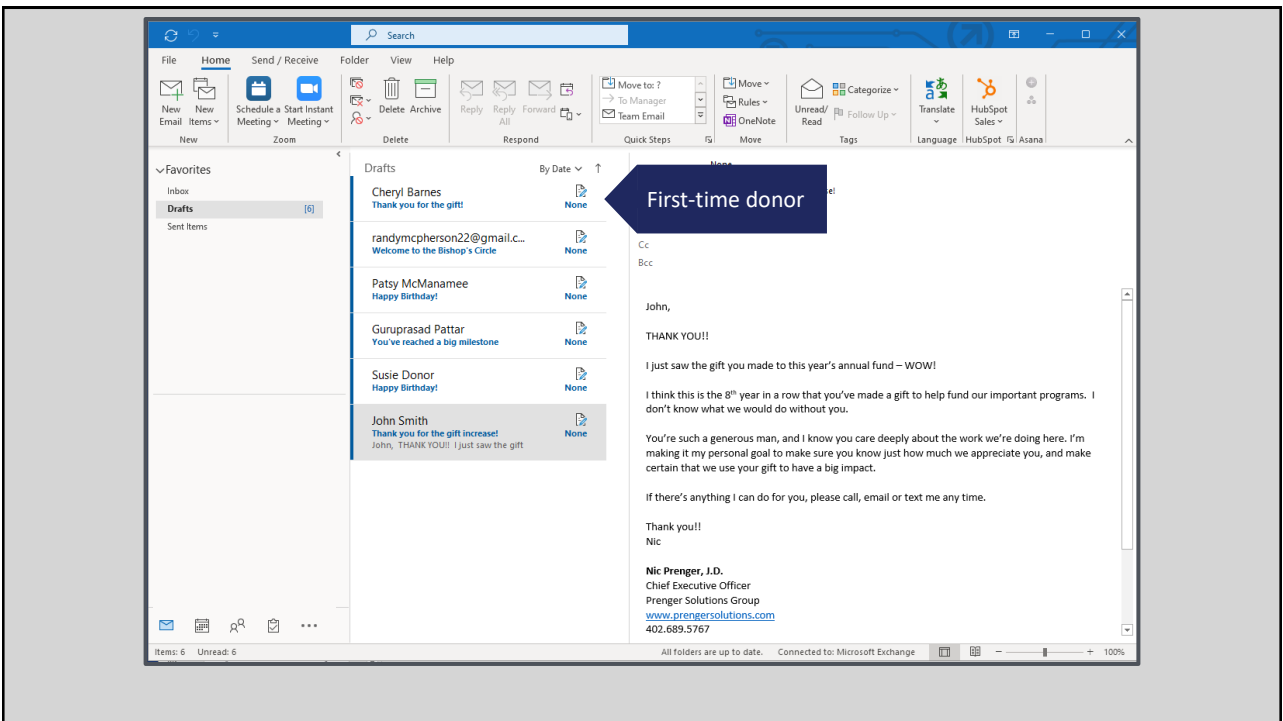
61



62



63



64



65

Wealth research is just an *indicator*

66

Ratings

NXT Ratings ⓘ
last updated 4/22/2015

<p>★★★★☆☆ Overall wealth rating</p>	<p>\$10m - \$24.9m Estimated assets</p>
<p>Annual Suggested donor type</p>	<p>\$5,001 - \$10k Next ask amount</p>

1 Custom rating

1 Acquaintance
12/20/2011 Source: Blackbaud Analytics' Giving Score

67

Ratings

NXT Ratings ⓘ
last updated 4/22/2015

<p>★★★★☆☆ Overall wealth rating</p>	<p>\$10m - \$24.9m Estimated assets</p>
<p>Annual Suggested donor type</p>	<p>\$5,001 - \$10k Next ask amount</p>

1 Custom rating

1 Acquaintance
12/20/2011 Source: Blackbaud Analytics' Giving Score

- Appeal gift last year
- Appeal gift 2 years ago
- Appeal gift 3 years ago
- Capital campaign gift
- Special event gift(s)
- Largest gift
- Most recent gift
- Date of first gift
- Date of last gift
- Total lifetime giving

68

Ratings

NXT Ratings ⓘ
last updated 4/22/2015

★★★★☆☆
Overall wealth rating

\$10m - \$24.9m
Estimated assets

Annual
Suggested donor type

\$5,001 - \$10k
Next ask amount

1 Custom rating

1 Acquaintance
12/20/2011 Source: Blackbaud Analytics' Giving Score

Appeal gift last year

Appeal gift 2 years ago

Appeal gift 3 years ago

Capital campaign gift

Special event gift(s)

Largest gift

Most recent gift

Date of first gift

Date of last gift

Total lifetime giving

69

Ratings

NXT Ratings ⓘ
last updated 4/22/2015

★★★★☆☆
Overall wealth rating

\$10m - \$24.9m
Estimated assets

Annual
Suggested donor type

\$5,001 - \$10k
Next ask amount

1 Custom rating

1 Acquaintance
12/20/2011 Source: Blackbaud Analytics' Giving Score

Appeal gift last year

Appeal gift 2 years ago

Appeal gift 3 years ago

Capital campaign gift

Special event gift(s)

Largest gift

Most recent gift

Date of first gift

Date of last gift

Total lifetime giving

70

The image shows a screenshot of the AskGenius 'Ratings' interface. On the left, a card displays 'NXT Ratings' with a last update of 4/22/2015, an overall wealth rating of 3 stars, and estimated assets of \$10m - \$24.9m. Below this, it shows an 'Annual' suggested donor type with a next ask amount of \$5,001 - \$10k. A green arrow points from the 'Next ask amount' field to a list of gift selection options on the right. The options are: 'Appeal gift last year', 'Appeal gift 2 years ago', 'Appeal gift 3 years ago', 'Capital campaign gift', 'Special event gift(s)', 'Largest gift', 'Most recent gift' (highlighted in green), 'Date of first gift', 'Date of last gift', and 'Total lifetime giving'.

71


Most organizations ask for *too little* rather than too much

72

Initial Gift	10% Increase	Moderate	Aggressive
\$20	\$22	400%	1,150%
\$100	\$110	150%	400%
\$500	\$550	50%	100%
\$1,000	\$1,100	25%	150%
\$5,000	\$5,500	10%	50%

73

Should you include the ask amount *in the letter?*



74

Strategic Advice

Should we ask for a specific amount in the letter?

No!

- Don't break the spell of the heartfelt letter
- Let the ask strings do the heavy lifting for you

75

Strategic Advice

Should we ask for a specific amount in the letter?

No!

*Unless your ask amount is meaningful
(instead of algorithmic)*

"Please feed a child for \$20 a week"

"Please join this society with a gift of \$100"

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Should you include the *prior gift* amount in the letter?

Strategic Advice

Should we list the donor's previous gift amount in the letter or pledge card?

It depends...

- Helpful if you want to anchor them to the same gift
- BUT it is dangerous if your data isn't accurate (think pledges, spouses and soft credits)
- And it makes asking for an increase very conspicuous

Monthly gifts are different than *monthly installments*



79

Diocese of Nashville • 2800 McGavock Pike • Nashville, TN 37214-1402 • 615.645.9768

Yes! I/We want to support our Catholic priests, families and the poor in our diocese.

1
OR
2

Primary email: _____
Spouse email: _____
Phone: _____ Mobile Home Work

Save time, save paper, save your handwriting!
Make a safe, easy & secure gift online!
www.Support.DioceseofNashville.com

With a monthly gift of:
 \$250 \$125 \$100 \$50 Other \$ _____

With a One-time gift of:
 \$1,000 \$500 \$250 \$100 Other \$ _____

Recent gift to the Bishop's Annual Appeal

2019 2018 2017 2016

Member of <Parish Name><City>

<<Constituent ID#>>
 Sample A. Sample
 123 Main Street
 Anytown, USA 00000-0000

80

McGavock Pike • Nashville, TN 37214-1402 • 615.645.9768

1 OR

With a monthly gift of:

\$250 \$125 \$100 \$50 Other \$ _____

With a One-time gift of:


\$1,000 \$500 \$250 \$100 Other \$ _____

Mobile Home Work

Recent gift to the Bishop's Annual Appeal

2019 2018 2017 2016

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DIocese of TULSA
and Eastern Oklahoma
TOGETHER, OUR FAITH GOES FURTHER.

One Family UNITED IN CHRIST

Dept. 2011, Tulsa OK 74182-2011
MAIN 918-294-1904 FAX 918-294-0920

Appeal Gift Plan

Thank you for your last gift of: \$750

Total Pledge	10 Monthly Payments
<input type="checkbox"/> \$2,500	\$ 250
<input type="checkbox"/> \$1,000	\$ 100
<input type="checkbox"/> \$ 750	\$ 75
<input type="checkbox"/> \$ 500	\$ 50
<input type="checkbox"/> \$ 250	\$ 25
<input type="checkbox"/> Other \$ _____	\$ _____

Total Pledge: \$

Payment Enclosed: \$

Payment details on reverse with the five options for payment.

Bishop Konderla, please accept my pledge to help fund ministries throughout the Diocese of Tulsa and Eastern Oklahoma.

Please help us update our records:

1008853 2 600
Mr. John Smith
Address Line 1
Address Line 1
City, State 00000-0000

My Church: St. Mary's Church
Mobile Phone: _____
Email: _____
Date of Birth: _____

FAITH & WORKS
2021 ANNUAL APPEAL
dioceseoftulsa.org/annualappeal

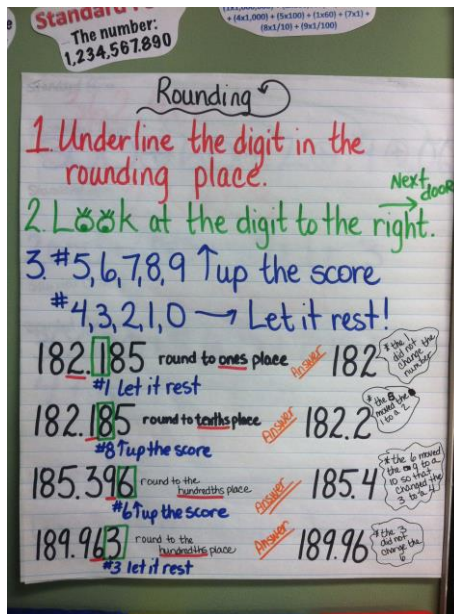
82

<p><i>One Family</i> UNITED IN CHRIST</p> <p>Dept. 2011, Tulsa OK 74182-2011 MAIN 918-294-1904 FAX 918-294-0920</p> <p>to fund ministries throughout the</p>	<p>Appeal Gift Plan</p> <p>Thank you for your last gift of: \$750</p> <table><tr><td>Total Pledge</td><td>10 Monthly Payments</td></tr><tr><td><input type="checkbox"/> \$2,500</td><td>\$ 250</td></tr><tr><td><input type="checkbox"/> \$1,000</td><td>\$ 100</td></tr><tr><td><input type="checkbox"/> \$ 750</td><td>\$ 75</td></tr><tr><td><input type="checkbox"/> \$ 500</td><td>\$ 50</td></tr><tr><td><input type="checkbox"/> \$ 250</td><td>\$ 25</td></tr><tr><td><input type="checkbox"/> Other \$ _____</td><td>\$ _____</td></tr></table>	Total Pledge	10 Monthly Payments	<input type="checkbox"/> \$2,500	\$ 250	<input type="checkbox"/> \$1,000	\$ 100	<input type="checkbox"/> \$ 750	\$ 75	<input type="checkbox"/> \$ 500	\$ 50	<input type="checkbox"/> \$ 250	\$ 25	<input type="checkbox"/> Other \$ _____	\$ _____
Total Pledge	10 Monthly Payments														
<input type="checkbox"/> \$2,500	\$ 250														
<input type="checkbox"/> \$1,000	\$ 100														
<input type="checkbox"/> \$ 750	\$ 75														
<input type="checkbox"/> \$ 500	\$ 50														
<input type="checkbox"/> \$ 250	\$ 25														
<input type="checkbox"/> Other \$ _____	\$ _____														

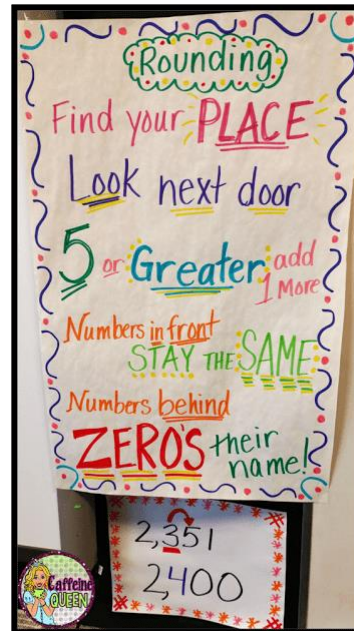
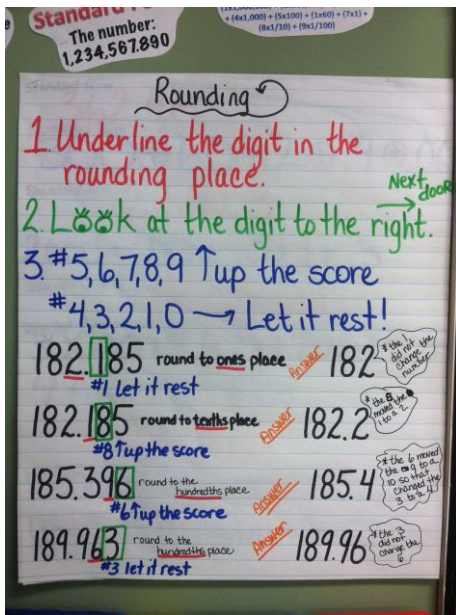
83

Rounding is really, really hard

84



85

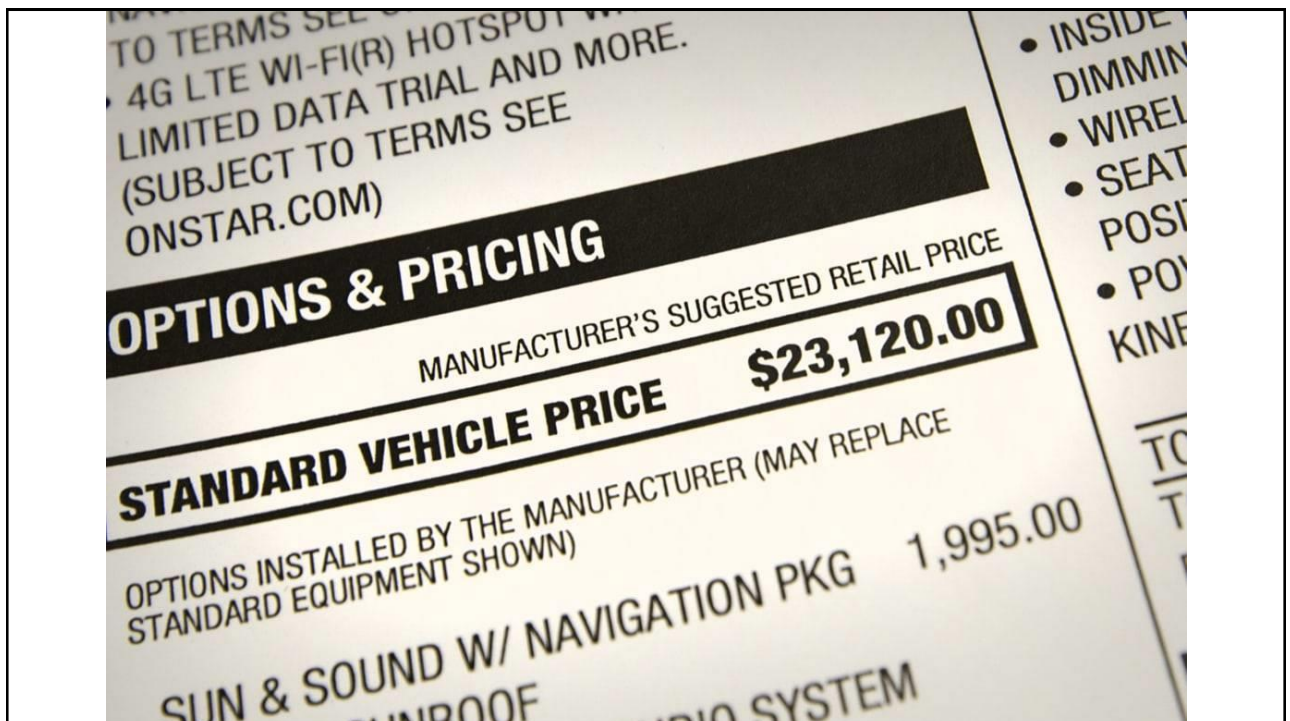


86

Understand *anchoring bias*



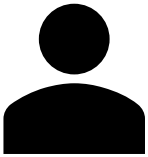
87



88

What are the last 2 digits of your SS?

11



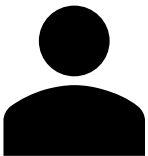
92



89

How much is this bottle of wine?

\$30



\$85



90

Put your ask string
In the right order



91



Make your gift online!
<XXXXX.SalinaDiocese.org>



To make your gift by credit card or electronic funds transfer, please visit our secure website

1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE

- OR
- With a recurring gift of:
 - \$<50>
 - \$<100>
 - \$<175>
 - \$<250>
 - Other \$ _____
 - Until I choose to stop
 - 12 monthly payments
 - 4 quarterly payments
 - With a one-time gift of:
 - \$<100>
 - \$<250>
 - \$<500>
 - \$<1,000>
 - Other \$ _____

2. PAYMENT DETAILS

Make checks payable to:
Bishop's Annual Appeal

- Full amount enclosed
- First payment enclosed

Check enclosed for: \$ _____

Balance remaining: \$ _____

For questions or assistance, please call the Foundation Office at 785-827-8746 or email development@salinadiocese.org.

92

1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE

OR

With a *recurring* gift of:

\$<50> \$<100> \$<175> \$<250> Other \$ _____

With a *one-time* gift of:

\$<100> \$<250> \$<500> \$<1,000> Other \$ _____

93

1. YES, I WANT TO SUPPORT THE 2022 CALL TO SHARE

OR

With a *recurring* gift of:

\$<50> \$<100> \$<175> \$<250> Other \$ _____

With a *one-time* gift of:

\$<100> \$<250> \$<500> \$<1,000> Other \$ _____

Ascending ask strings

17%

Higher average gift



94

Stop asking donors to write their credit card info on the card



95

Would you like to designate your gift, or discuss a gift of stock or securities? Do you have other questions?
Please contact Ashley Linville at 615.645.9768 or Ashley.Linville@dioceseofnashville.com

Donate by credit card at
www.charity.org

4

Payment Details

Electronic payments will be processed on the 15th of each month.


- 1. PCI Compliance
- 2. More likely to make a recurring gift
- 3. Easier to process the gifts
- 4. Guaranteed to get an email
- 5. Allows you to control the experience

5

Leave a Legacy

Yes, I would like to learn more about how to leave my parish, the Diocese of Nashville and/or other Catholic ministries in my estate plans.

Donor Signature



96

World's Greatest Pledge Card Template

97

FRONT

Yes! I/We want to help the poor, feed the hungry and help those in need

1

With a *monthly* gift of:
 <Ask1> <Ask2> <Ask3> <Ask4> Other: _____
 Until I choose to stop For 10 months

With a *one-time* gift of:
 <Ask1> <Ask2> <Ask3> <Ask4> Other: _____

See reverse side for payment information

Save time, Save Paper,
Save your handwriting!
Make a Safe, Easy & Secure Gift Online

➔ www.Support.XYZcharity.com

Fran and Dan Smith
123 Main Street
Beverly Hills, CA 90210
202-867-5309

Recent gifts to the appeal

2021 2020
 2019 2018



98

BACK

2 Donor Information

Primary email

Spouse email

Phone: (____) _____ - _____
 mobile home work

3 Payment Details

Make checks payable to *XYZ Charity*

- I have enclosed a check for the full amount
- I have enclosed my first payment, please send me reminders:
 - monthly quarterly don't send reminders

Other/special instructions: _____

4 Leave a Legacy Yes, I would like to discuss leaving something to XYZ charity in my will

Would you like to designate or modify your gift? | Would you like to discuss a gift of stock or securities? | Other questions?
Call our donor services office at XXX-XXX-XXXX or email XXXX@XXXXXXXXX.org

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Where you go from here

100

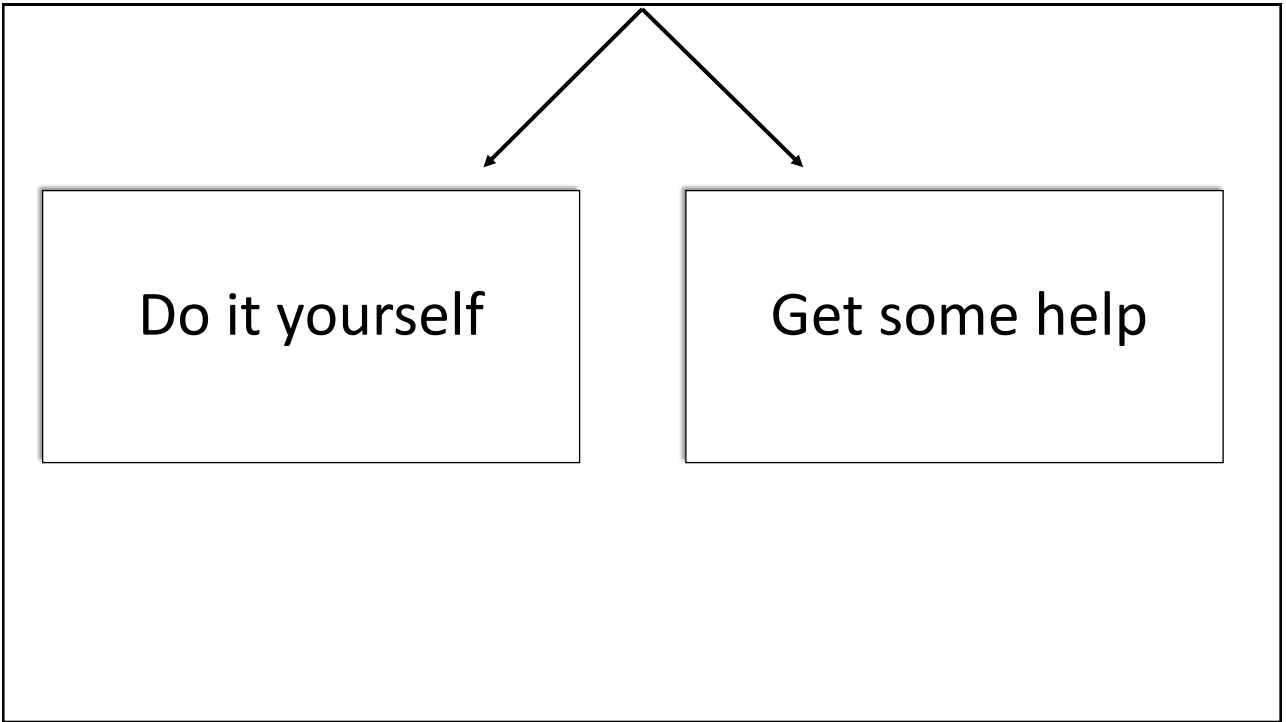
FACT

Setting the *right ask amount* is
really, really important

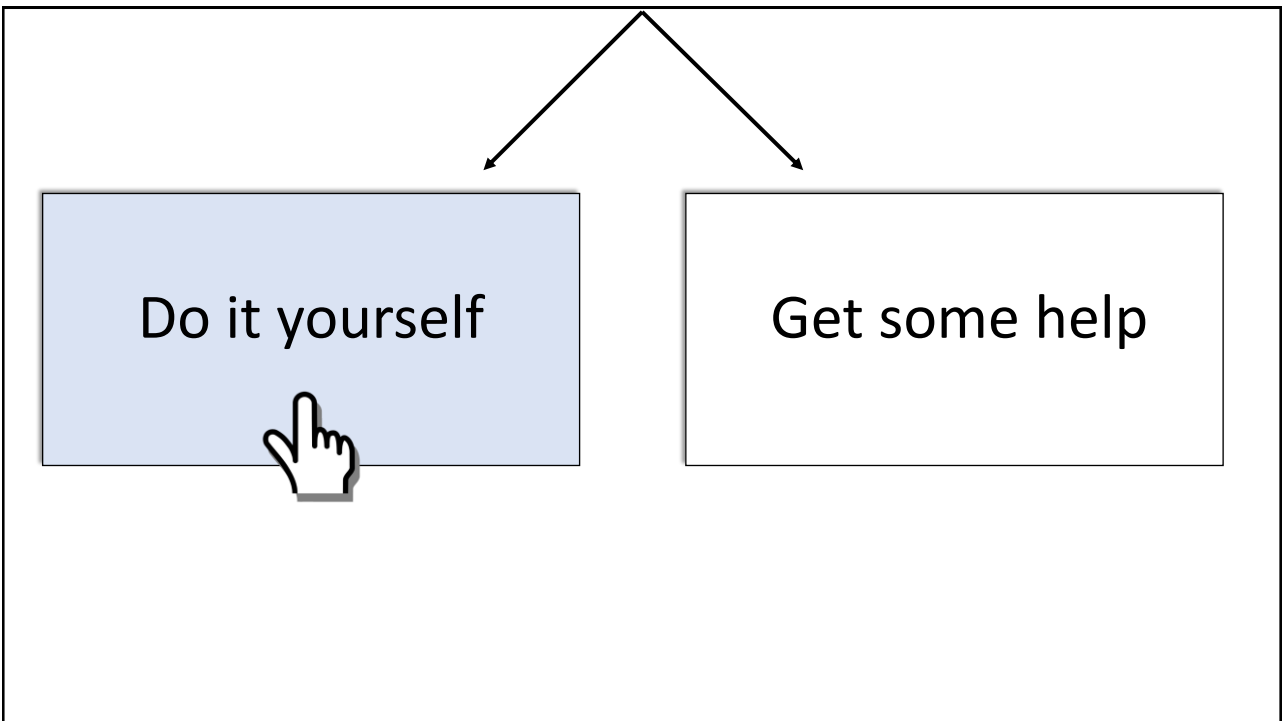
101

You should set
better ask
amounts

102



103



104

Check your email later today

1. Link to this webinar recording
2. Link to download these slides
3. Link to download templates (letter, pledge card)
4. More information about AskGenius
5. Link to prior webinars and resources
 - World's greatest fundraising letter template
 - Pledge card design template
 - Donation page dos and don'ts

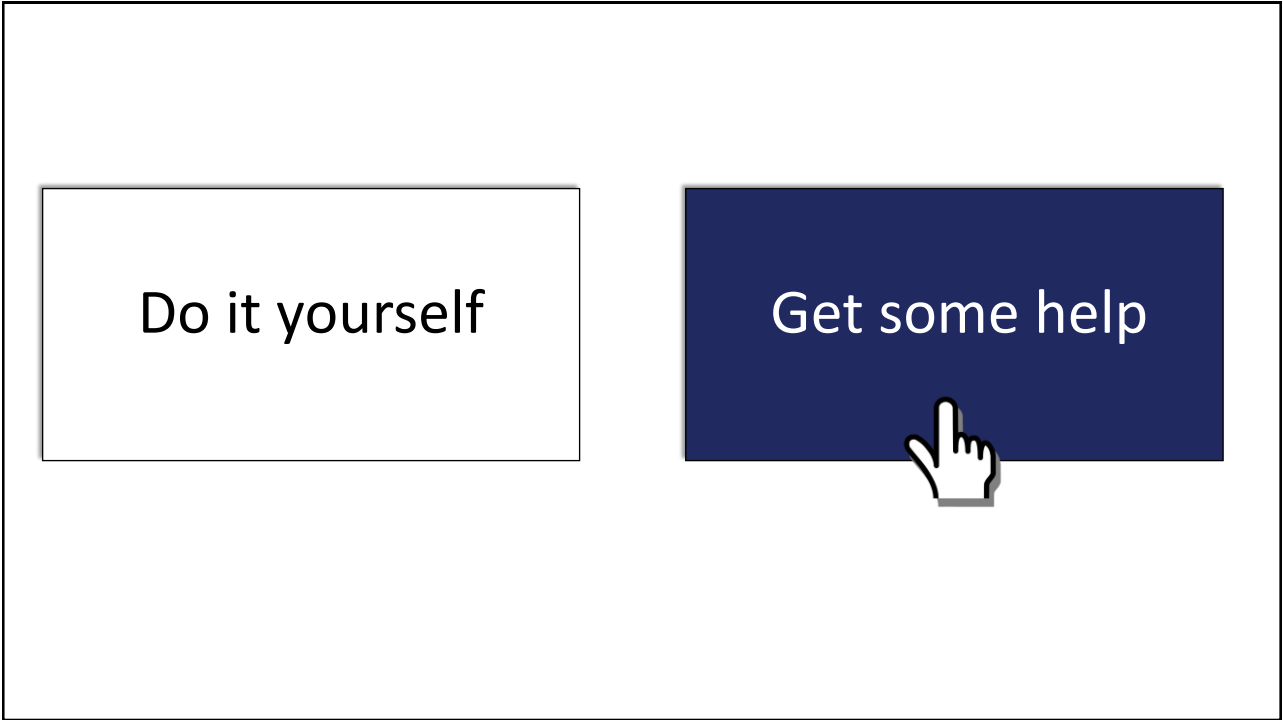
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Do it yourself



Get some help

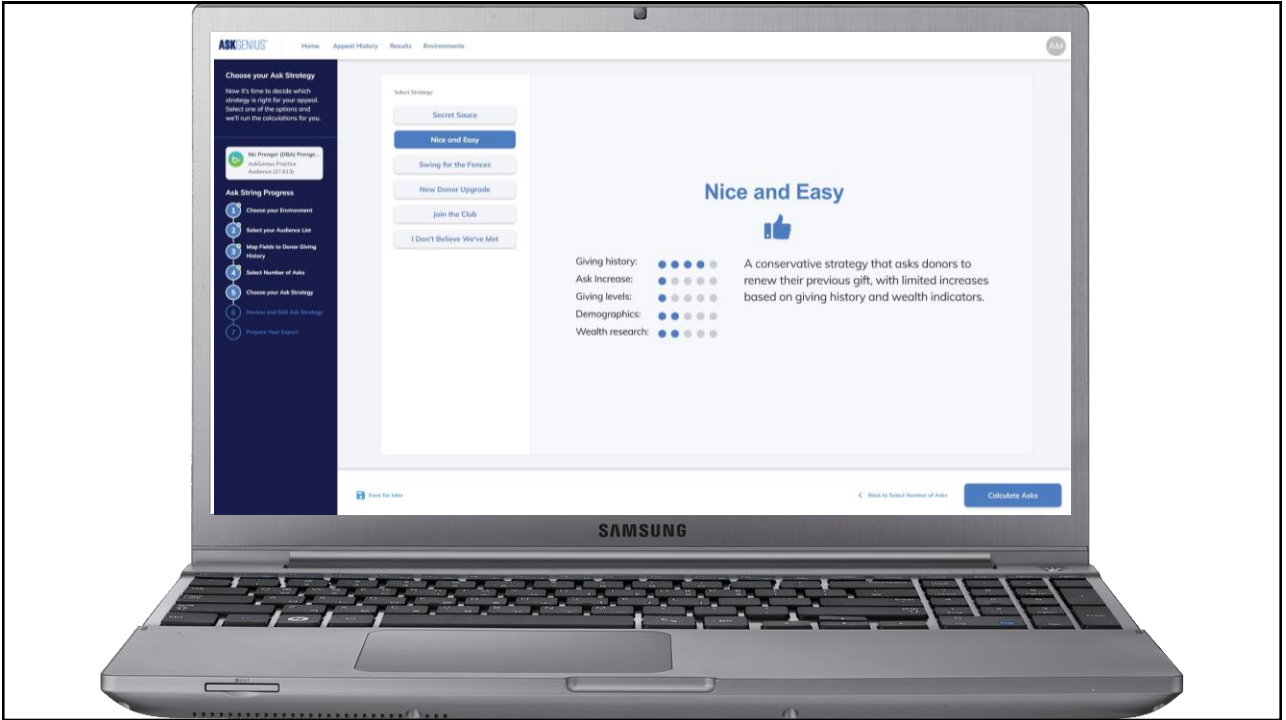
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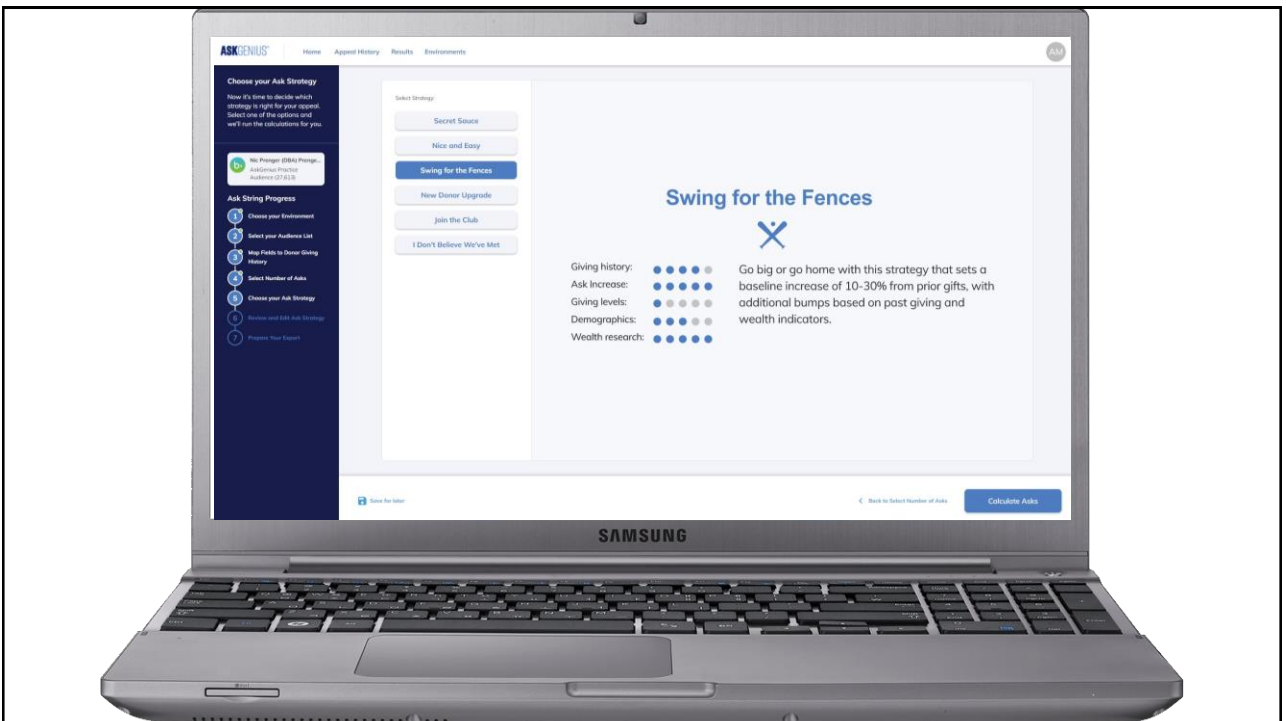
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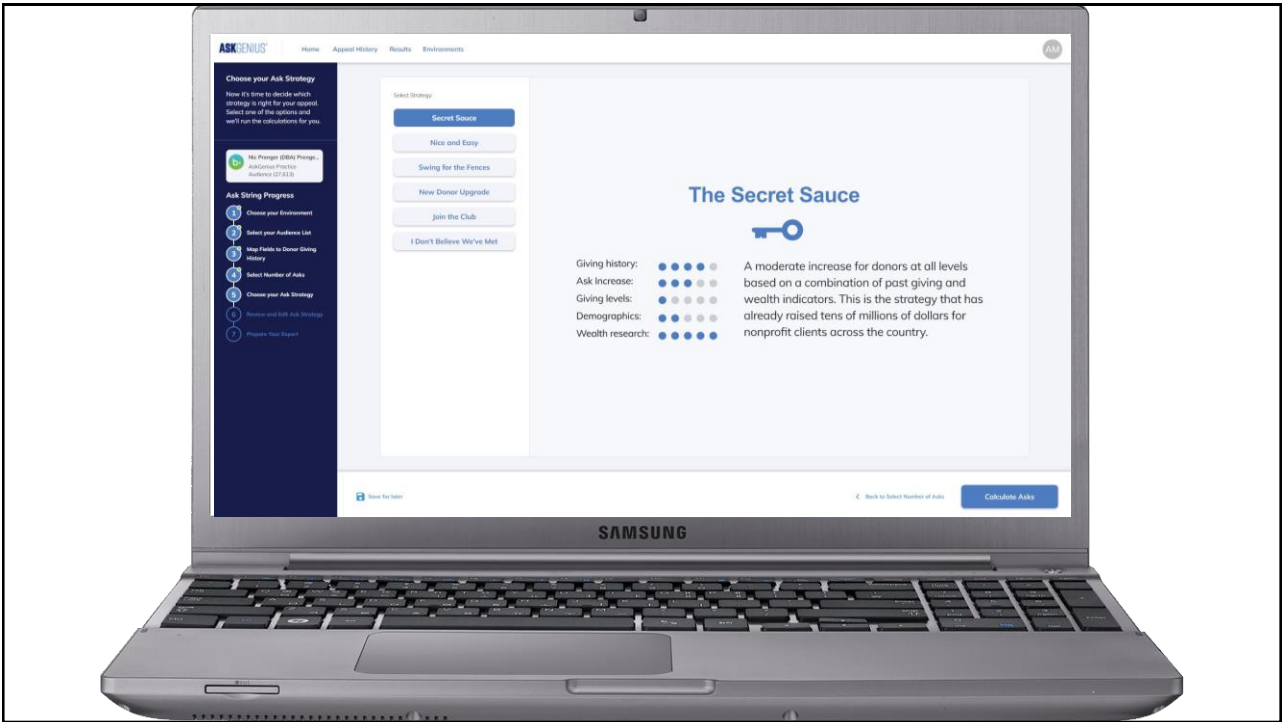
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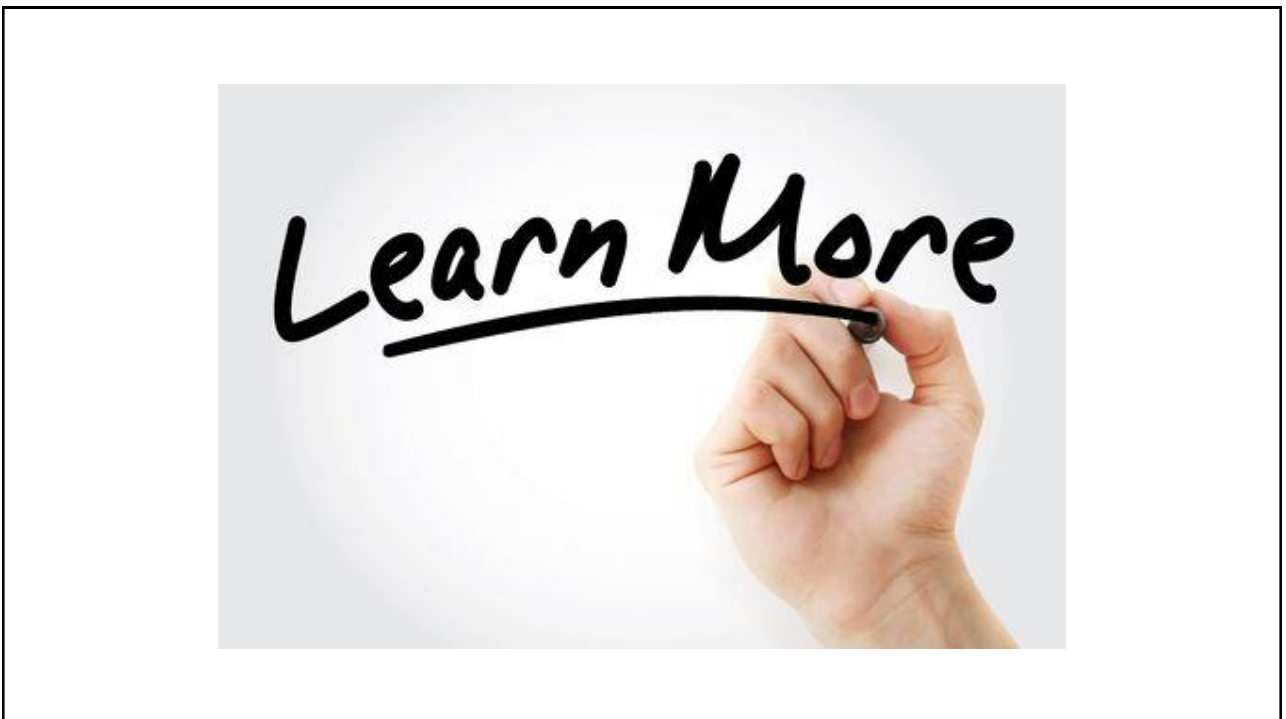
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110



111



112

ASKGENIUS[®]

BY PRENGER SOLUTIONS GROUP



Schedule a Private Demo
- 10 spots available -



Attend a Live Product Demo

Using AskGenius to set the
perfect ask amount

Next Tuesday!
February 28 at 11:00 a.m. CT



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Hosted by:
Austen Brown
& **Nic Prenger**

• WEBINAR

Cleaning Your Donor Database – A Practical, Step-By-Step Guide

March 21, 2023

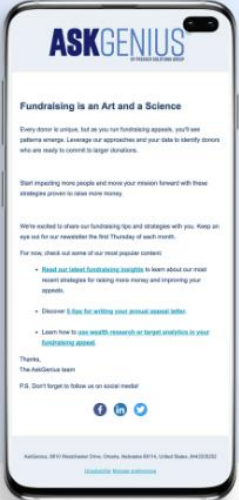
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AskGenius Fundraising Newsletter

Raise more money with fewer headaches. Every month, we send data, strategies, and case studies that you need to stay up to date on the state of fundraising.

First name* Last name* Email*

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Fundraising is an Art and a Science

Every donor is unique, but as you run fundraising appeals, you'll see patterns emerge. Leverage our approaches and your data to identify donors who are ready to commit to larger donations.

Start impacting more people and move your mission forward with these strategies proven to raise more money.

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- [Discover 8 tips for writing your annual appeal letter](#).
- [Learn how to use social research as target analytics in your fundraising appeals](#).

Thanks,
The AskGenius team

P.S. Don't forget to follow us on social media!

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About our fundraising newsletter

This newsletter helps you do that. Let us sort through all the industry trends and how-tos so you don't have to. You just open

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Questions and answers



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