



THE HARD ASK: TACTICS

- *Know your audience* – Tailor your ask, attitude and language to the person or people you’re talking to.
- *Build urgency* – Give context. Why does this work have to be done NOW?
- *Use strong language* – Do not use binary language.
 - Do NOT use Yes/ No questions.
 - Do use Either/ Or questions.
- *Ask for something specific* – Specificity increases the chance of a positive response and limits the chance of NO.
 - Remember asking someone to volunteer is much less effective than giving someone the opportunity to get involved with something.
- *Ask and shut up* – Make a strong ask and wait for a response.
- *Be persistent* – Keep asking. Have multiple opportunities in mind.
 - Ask #1: Are you available to phone bank at 7pm on Tuesday or Wednesday?
 - Ask#2: Okay, could I meet with you tomorrow to figure out what works best?
 - Ask #3: How about coming to our house meeting next Monday?
- *Use the “tell method”* – a good “ask” is more like a good “tell”
 - e.g. Let me get your information. You seem like someone who wants to be involved.
- *Reflect!* – After each ask, think about what you could do better next time. Consider... what is the worst thing that can happen? Now consider... what you and the organization stand to gain from a SIMPLE, DIRECT and EFFECTIVE ask.

THE ANATOMY OF A HARD ASK

Example...

Volunteer: Hi, is this Marshall?

Marshall: Yes, this is Marshall.

Asks for something specific using Either/ Or format. →

Volunteer: Hi Marshall, I’m calling because the Senate is debating immigration reform this week and it is vital, now more than ever, that we all pull together to bring about the change that we fought so hard for in last year’s election. Why don’t you meet with me at the Cafe for Change on Tuesday or Wednesday at noon to decide how you’ll to help out?

Emphasis on being a part of something bigger than the individual

Offer up other opportunities. Don’t take “no” for an answer.

Marshall: No, I work during the day.

Volunteer: Ok, well we could really use your help at our phone bank this Thursday at 6 to get more folks involved. Can we count on you to come out and make some calls?

Be persistent. →

Marshall: Well...I’ve made calls before, but I don’t know much about this issue.

Volunteer: That’s all right, we’ll give you a script and get you up to speed.

Marshall: I don’t know if Thursday will work.

Volunteer: Well there’s another phone bank on Saturday at noon, can we count on you then?

Marshall: I guess I could come out Saturday.

Volunteer: Great we’ll see you on Saturday at noon at 123 Dallas Ave.

Specificity is key.