

Identify what you need by being as specific as you would be if you were asking to borrow a car.

STEP 1: IDENTIFY THE COMPONENT PARTS OF YOUR ASK

Use Step 3 and Step 6 from Worksheet 1 (Exploring Your Identities) and break it down into the four component parts of your ask.

THE COMPONENT PARTS OF YOUR ASK	
Introduction	
The Problem	
Why Them	
The Ask	



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Worksheet 2: Fundraising 101 (Drafting Your Ask)

STEP 2: ASSESS YOUR COMPONENT PARTS

Did your examples map onto that basic pattern? Are there other component parts you'd add, based on your experiences, to make an ask stronger?

STEP 3: USE YOUR COMPONENT PARTS TO DRAFT AN ASK FOR YOUR ORGANIZATION

Ideally this ask will be for money, but if you'd like to work your way up to that, you can ask for someone to volunteer, or provide food, or something else.

STEP 4: GATHER FEEDBACK ON YOUR ASK

Give your ask to a co-worker or friend. Adapt your ask to them, give your ask, and then solicit their feedback. Was it specific? Was it compelling to them?

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