



MULTIPLY 417

Passion: The Bridge between People and Purpose

Development Skills - The Phone Part 3 Responding to No!

Rick,,

You've done good engagement work. You've made a meaningful connection. You've done a great job sharing some future vision or need, along with an associated financial goal. You finally felt it time to ask for their partnership consideration and sent out your ask letter, hoping to arrange for an appointment and...they say NO!

Now what?

A. Remember and lean in hard to your Biblical philosophy/foundation.

1. It's not about the gift. (Phil. 4:17)
2. God owns it all.
3. God is our only provider.

B. Take a deep breath

C. Graciously, thank them for considering the possibility and reiterate how you appreciate their time, friendship, etc. You'll have to decide the exact right words per the individual. If they are a previous partner that elicits some different words here, then a brand new prospect. If it's your mom, well then, "Houston..."



D. You may want to ask them if they would mind sharing what led them to that decision. Be very careful with this question. DO NOT make them feel like they are defending their answer. But they can still bless you, by helping you understand their thinking and decision making matrix.

E. Carefully attempt to encourage them to leave the "door" open. *"Well, again Mr. Fritzemeier, I do appreciate your time and consideration. I know there are so many ways God can call us to invest in the Kingdom and (insert my ministry name) is just one of them. I was wondering, if you are interested I'd still love to stay in touch by sending you (my, our) (newsletter, prayer email, quarterly update). I believe you'll be very encourage by the progress we continue to make in (insert strongest ministry purpose or action). Maybe at some point in the future there might be a time when you are able to consider partnering with our ministry."*

Note: I did not end that quote with a question mark, ON PURPOSE. You are not asking them at that moment in time to consider the future gift. You are only asking them to let you stay in written, electronic communication.

Do you want to find real joy in your fundraising? Learn to take no WELL! With grace,

humility, calm, and absolute resolve that this is just the next step in your journey to reaching your God blessed financial goals. Go back to A above and commit again to your belief and application of those principles. They will serve you well for a lifetime of successful ministry.

Blessings,

Rick

Next Week: Yeah, but what about Maybe?

P.S. Have a question or development topic you'd like to read about? Just let me know. I spend a considerable amount of time each week in reading and research on the latest and most relevant of development issues. I'd love to hunt down some answers for you if that's what's needed. Please [contact me or email me.](#)



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