

# LEARN TO ASK AND GET ANYTHING YOU WANT *By Dorri Olds*

“Money is an ‘emotional firecracker’—it defines every aspect of your life from how and where you live, if and when you can retire, what you own—in essence, it defines you.” says expert fundraiser and best-selling author, Laura Fredricks ([laura-fredricks.com](http://laura-fredricks.com)).

“Asking should be as natural as walking, having an enjoyable conversation, smiling, and breathing . . . but it is the one thing that many people dread the most.”

In her new book, *The ASK: How to Ask for Support for Your Nonprofit Cause, Creative Project, or Business Venture* (Jossey Bass, A Wiley Imprint, February 2010), Fredricks, who teaches her winning strategies to organizations worldwide, shows people in both the business and nonprofit worlds how to make asking for anything easy, meaningful, and rewarding. In her book she has created a step-by-step guide that anyone can use. She covers nearly every type of asking situation from raising million-dollar contributions to funding a new business to getting a raise. Filled with exercises, anecdotes, case studies, and sample conversations, *The ASK* shows readers what to do before, during, and after they ask.

Fredricks is a fundraising consultant, international motivational speaker, and owner of a consulting company that provides training, coaching, and offers proven best practices to effectively raise money. Her two previous books, *The ASK: How to Ask Anyone for Any Amount for Any Purpose* (Jossey-Bass, 2006) and *Developing Major Gifts: Turning Small Donors into Big Contributors* (Jones and Bartlett, 2001) are both bestsellers and her most recent television interview was last month on ABC News. Her past credits include raising \$92 million in six years as Vice President for Philanthropy at Pace University.

“Even in a tough economy there are people who are still doing well and in fact want to help businesses and nonprofits.” says Fredricks. “Unless someone says, ‘No I will never be interested,’ the door is always open.”

In her new book, *The ASK*, Fredricks lists reasons that prevent people from asking for a raise:

- It is a challenging economy and now is not the time to ask.
- If I ask then everyone else in the department will want a raise.
- I was hired at a higher rate than they wanted to offer me so maybe I should wait.

Fredricks then lists five steps for asking for that raise:

1. Make sure you are asking everyone who will be deciding (i.e., if it is two people, ask both at the same time).
2. Don’t catch a person off guard—make sure the person you are asking knows the purpose of the meeting.
3. Always be complimentary no matter what the work load, budget and staff cuts, and/or office politics—you are there to talk about how you want to aspire and be a team player and a creative and problem-solving person within your company.
4. State three solid reasons why this raise is important to you, don’t list your biggest accomplishments.
5. Stay quiet and listen to their response. Be gracious, thank them for their time, then calmly and confidently address any of their stated reservations.

According to Fredricks, the greatest barriers people face when

asking for money are:

- Not knowing exactly what you want
- Not anticipating what the person being asked will say
- Not scripting it out in advance to ensure you’ll sound calm and confident
- Not listening after the ask
- Not following up after you ask—letting weeks and months go by before you make contact again for fear of being a pest

After reading Laura Fredricks’ book you will have a road map and detailed instructions on how to ask for any amount at any time from anyone for any purpose. For more information and to purchase her book visit [laura-fredricks.com](http://laura-fredricks.com).

*Dorri Olds* ([DorriOlds.com](http://DorriOlds.com)) is a web designer, social media consultant and Internet marketer. Her writing has appeared in magazines and book anthologies.

