

Making The Ask



Children's
of Alabama®

Lucy
Cleft Lip &
Palate, Hearing
& Speech



ASK EVERY CUSTOMER EVERY TIME

Partners who are the most successful follow this simple rule. Data shows that customers don't mind when you ask them to donate, and they feel good about supporting a cause in their community. YOU provide that opportunity!

SAY "THANK YOU"

Let the customer know you appreciate their support, especially if you are trying to reach a personal fundraising goal!

WHAT IF THEY SAY, "NO"?

Don't sweat it! They may have already donated or may support another cause. It's not a reflection on you or your campaign. The next person in line may say "yes" so back to rule #1!

WAYS TO ASK

Depending on your campaign, there are all different ways to make the ask. If you know your customers love to support locally, mention that all the CMNH funds you raise stay here in Alabama to support Children's!

"WOULD YOU LIKE TO..."

- donate today to help kids treated at Children's of Alabama?
- donate \$1 to Children's of Alabama?
- round up your purchase total to help kids at Children's of Alabama?
- donate your change to Children's?
- donate to help kids like _____ (patient whose picture you are wearing/displaying) at Children's of Alabama?