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LET'S BUILD HOPE
Transforming Nonprofits through Partnership

Overcoming Donor Objections

1. Listen without interrupting to hear the real objection.

2. Empathize.

3. If it's a money issue, offer alternative methods of payment or an elongated time schedule.

4. Use "and" rather than "but" statements and stay positive and encouraging. For example, ***"The whole community is appreciative of your commitment to mental illness and we believe you could make a big impact at ABC."***

5. Offer additional information or opportunities such as, ***"Would you like to meet with XYZ to hear first-hand to see how your gift will impact ABC?"***

6. Schedule another meeting. Many people take more time to make a large financial decision and will want to consult with others. ***"Would you like to meet with (name) to discuss the XYZ program?"***

I just don't know. ***What are your concerns?***

I can't make up my mind. ***What have I left unclear?***

I'm not ready to give. ***When would be a good time?***

NO! ***May I ask why?***

Your request is too high. ***In respect to what?***

I'd like to help, but that figure is way out of my range. ***What would you feel comfortable giving?***

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I don't have enough money. Or I'm going to retire in a few years. ***What if I can show you a way to make a gift?***

I have to talk to my husband/wife first. ***When would it be convenient for us to talk together?***

I need to make sure my spouse is provided for. ***What if we talk about gift plans that may help you provide income for your spouse and support our organization too?***

I don't give lump sums. ***How would you prefer to give?***

I don't pledge. ***What would work better for you?***

Planned giving is just too complicated. ***We can help point you in the right direction with professionals that can help answer your questions and help sort out the complexities for you.***