

THE BEST WAY TO ASK FOR A PLEDGE (without being awkward)

It's hard to know where to begin but fundraising doesn't have to be scary! **The BEST way to start is with a "why."**

Explain why YOUR heart breaks for LIFE and send a PERSONAL message with a link to your fundraising page.

1. PRAY & Ask the Holy Spirit to Empower You:

- You are not **just** asking for money - you are connecting God's people to God's work.
- It is a **privilege** to be a part of a ministry where God is moving. I would hate for you to miss this opportunity.

2. WHY Is It Important to You?

- Did you know that over 1,000,000 lives are lost to abortion every year in the US.
- I want to save lives and spread the gospel to people who may never step foot in a church.
- I'm participating in the Walk for Life because I believe every woman with an unplanned pregnancy should have a confidential, non-judgmental place to receive compassionate care – and Today's Choice provides these services at no cost to women in Sussex County.

3. TELL What You Are Doing About It:

- It's time for God's people to take a bold stand to protect LIFE.
- That's why I am fundraising to save lives from abortion!

4. ASK For a Specific Action:

- Will you make a pledge toward my Walk for Life goal?
- Will you help me save a life?

5. PAUSE and Give Time for an Answer:

- Don't be awkward. Practice using your fundraising page BEFORE you ask!
- If the answer is YES, thank them! (They can give online or with a check/cash.)
- If the answer is NO, thank them for their consideration.
- **If they need to think about it:** Thank them then **follow up.** Everyone gets busy! They will forget you asked them!

Pro Tips:

- **People give to people.** People are 4X more likely to donate when asked by someone they know.
- **It's okay if they say "no."** In general, you can expect to receive a "yes" from 1 out of 5 people you ask.