

## *Making the Case & The Ask*

*This exercise engages what makes you passionate about your Congregation or cause as well as takes a bit of the anxiety and fear out of asking for money.*

- In groups of two, each person will make a one-minute case about their cause or Congregation to their partner.

- **Case:** what moves you about your congregation? Speak from your heart, not the budget line and explain why you give and why you're nurtured by this giving.

- At around the one-minute mark (timekeeper needed) you will then do "the Ask" for 30 seconds. Keep a person in mind for this exercise and ask for a gift larger than what they've given in the past.

- **The Ask:** There are many ways to ask individuals for their support and often it's based on longer relationships (to find a stronger case and ask). This exercise is meant to get that initial asking anxiety off your chest.

- We have found the phrase- "**would you consider a gift of...**" to be especially helpful in asking individuals for money. So try it out and don't be afraid of a yes, no or maybe. Just go for "the ask" in a safe space.

- If you are passionate about the cause that you are speaking about then asking for resources is simply a way of helping another person find their passion.

NOTE: *You'll have about 3 minutes to prepare and make some mental (or physical notes) and then we'll let you know when to quickly get into your groups of two. Each partner in the group of two will get a chance to make their case. If the gathered group is smaller consider trying out groups of three.*

*After the Exercise.....*

- How did that feel? Any extroverts (or others?) interested in sharing a compelling Ask with the group?

- Inspiration for exercise provided by *Asking Matters* ([www.askingmatters.com](http://www.askingmatters.com))