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The mission of WiD is to empower, connect, and engage women in a community that fosters professional growth and leadership while advancing the field.



February 2018



Dear WiD Members:

It was great to see so many of you last week at our February Luncheon with Laura Fredricks. I hope you were inspired to incorporate her concepts and tips into your own personal and professional “ASKs.” For those of you who couldn't join us, we've highlighted some of Laura's takeaways below.

As I mentioned in my opening remarks at the luncheon, we are a network of women whose mission is to lift up one another - to be mentors and mentees, and often both. Whether it's guiding one another on how to demand equal pay for equal work or serving as a sounding board for managing harassment that must not be tolerated in the workplace or in donor interactions, WiD is an important networking organization - for all of you.

Because as we all know, there is power in numbers and in support systems and in networks. Thank you for being change-makers, for supporting and believing one another, and for standing up and speaking out when change is needed.

We are thrilled to feature a powerful change-maker at this year's Woman of Achievement Luncheon: WiD member and Woman of Achievement honoree Mary Ellen Miller, Vice President of Development at **Girls Who Code**. We will acknowledge Mary Ellen's achievements and the impact she and her organization have on the lives of young women and will celebrate her successes on May 4th at our **Annual Luncheon** at the Plaza. And we are particularly proud that Mary Ellen's organization, as well as WiD's mission, both support advancing the professional careers of girls and women.

Registration is open for the luncheon now - or better yet, show your support by becoming a sponsor!

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Nicole Thigpen Felix
President, Women in Development, New York

WiD February Luncheon Recap

Monday, February 5, 2018 - The Princeton Club

Perfecting 'The Ask': How to Ask for What You Want and Get It – For Your Career and For Yourself



Laura Fredricks, JD

Founder and CEO, THE ASK[©]

If anyone can speak to this topic, it's Laura Fredricks, JD, Founder and CEO, THE ASK[©], whose most recent book, *THE ASK: For Business, For Philanthropy, and Every Day Living*. It is the fifth in a series of valuable go-to guides detailing multiple, proven- to-be successful strategies for fundraising – and life.

A true rock star of our development field, Fredricks is a dynamic speaker who addressed the WiD audience with honesty, clarity and insight – and her trademark energy – infusing the luncheon with a terrific dose of encouragement and excitement.

Fundraising is, in Fredricks's words, her "ninth career." She began in journalism and later switched to law, before her fundraising career took off. She moved up through the ranks of the profession to her current status as the Billion Dollar A\$K Maker Powerhouse, training and coaching nonprofits and

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“Sometimes you have to reset,” she says, “and ask yourself the question, ‘Where do I Want to Be?’” Meanwhile, opportunities will present themselves. Listen to your instincts so you can move when the time is right, Fredricks advises. Listen, watch. “You never know what you will hear,” she says. “And where it will lead you.”

“Invest in yourself. When you need something that you can’t do for yourself, find experts who will help, surround yourself with the best.”

- Laura Fredricks

Fredricks reminded us of how critical it is to lead up to the all-important ask. “The donor has to know, like and trust you,” she says. When they do, they will be ready to give and the rest is up to you. Here is Fredricks’s expert guidance for success when the time is right:

Preparing for the Ask

The Foolproof Five-Step Formula

- Structure the ask. Know exactly what you want with numbers and dates.
- Prepare the conversation writing down (very important) the 15 things the person is likely to say in response.
- Practice delivering the ask with confidence – work on your eye contact, voice, posture. Use a voice recorder to hear how you sound and work on improving your demeanor.
- Erase assumptions. After the conversation, you must clarify what you think you heard. Find out what the person’s real thoughts are about the request.
- Plan your next move at the time of the ask.

Making the Ask

Two Sentences and a Question.

Why me?

Why Now?

What will it do?

For each of these three important questions, use only two concise, strong sentences to introduce it. Keep these points in mind for each one.

- Keep those answers short.
- Don't overask the ask. Don't give every detail.
- Observe this rule: you talk 25%, they talk 75%.
- Be confident.

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After the Ask

Revisit the Ask

- Look for that critical clarification.
- Ask the question: Is this your understanding?
- Respect your intuition if something doesn't feel right
- Ask the question: "Together, how can we make this happen?"
- Frame the conversation by stating you have three things to discuss.

Fredricks urged us to believe in ourselves, to be confident and speak up for ourselves as we seek donor support for our organizations' missions and programs. Armed with the formulas for success that Fredricks laid out, many of us left the luncheon with renewed energy and dynamism of our own, ready to turn more prospects into donors.

Laura Fredricks, JD is the Billion Dollar A\$K Maker Powerhouse, who as CEO and Founder of THE ASK© trains and coaches nonprofits and businesses on How to A\$K for Money...and More of It. She is the ***first to combine the most trusted professions, law and philanthropy***, to show how any person, charity or business can raise money to unprecedented levels. For over 27 years, she has advised organizations around the globe on current trends that impact and influence the for-profit and nonprofit world. Her five books, including THE ASK©, are the international industry leading go-to guides.

Her latest book: "THE ASK: For Business, For Philanthropy, and Every Day Living" just came out this October 2017 and has sold close to 1,000 copies!

For more information on Laura and her book go to: www.ExpertonTheASK.com; and join the conversation on social media: ExpertonTHEASK

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The Cosmopolitan Club

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