

HOW ASK STRINGS WORK

Clients who adopt these principles see higher average gifts

Last Gift Amount		Ask String		
From	To	Ask1	Ask2	Ask3
\$0.00	— \$0.99	\$100	\$50	\$25
\$1.00	— \$10.00	\$50	\$25	\$10
\$10.01	— \$15.00	\$50	\$25	\$15
\$15.01	— \$20.00	\$50	\$25	\$20
\$20.01	— \$25.00	\$100	\$50	\$25
\$25.01	— \$30.00	\$100	\$50	\$30
\$30.01	— \$35.00	\$100	\$50	\$35
\$35.01	— \$40.00	\$100	\$50	\$40
\$40.01	— \$50.00	\$150	\$100	\$50
\$50.01	— \$60.00	\$150	\$100	\$60
\$60.01	— \$75.00	\$150	\$100	\$75
\$75.01	— \$100.00	\$150	\$125	\$100
\$100.01	— \$125.00	\$200	\$150	\$125
\$125.01	— \$150.00	\$250	\$200	\$150
\$150.01	— \$175.00	\$250	\$200	\$175
\$175.01	— \$200.00	\$500	\$250	\$200
\$200.01	— \$250.00	\$500	\$300	\$250
\$250.01	— \$300.00	\$500	\$400	\$300
\$300.01	— \$350.00	\$500	\$400	\$350
\$350.01	— \$400.00	\$750	\$500	\$400
\$400.01	— \$500.00	\$1,000	\$750	\$500
\$500.01	— \$600.00	\$1,000	\$750	\$600
\$600.01	— \$700.00	\$1,250	\$1,000	\$700
\$700.01	— \$750.00	\$1,250	\$1,000	\$750
\$750.01	— \$800.00	\$1,250	\$1,000	\$800
\$800.01	— \$900.00	\$1,250	\$1,000	\$900
\$900.01	— \$1,000.00	\$2,000	\$1,500	\$1,000
\$1,000.01	— \$1,100.00	\$2,000	\$1,500	\$1,100
\$1,100.01	— \$1,200.00	\$2,000	\$1,500	\$1,200
\$1,200.01	— \$1,250.00	\$2,000	\$1,500	\$1,250
\$1,250.01	— \$1,500.00	\$2,500	\$2,000	\$1,500
\$1,500.01	— \$1,600.00	\$2,500	\$2,000	\$1,600
\$1,600.01	— \$1,700.00	\$2,500	\$2,000	\$1,700
\$1,700.01	— \$1,800.00	\$2,500	\$2,000	\$1,800
\$1,800.01	— \$1,900.00	\$2,500	\$2,000	\$1,900
\$1,900.01	— \$2,000.00	\$5,000	\$2,500	\$2,000
\$2,000.01	— \$2,500.00	\$10,000	\$5,000	\$2,500
\$2,500.01	— \$3,000.00	\$10,000	\$5,000	\$3,000
\$3,000.01	— \$3,500.00	\$10,000	\$5,000	\$3,500
\$3,500.01	— \$4,000.00	\$10,000	\$5,000	\$4,000
\$4,000.01	— \$5,000.00	\$10,000	\$7,500	\$5,000
\$5,000.01	— \$6,000.00	\$10,000	\$7,500	\$6,000
\$6,000.01	— \$7,000.00	\$15,000	\$10,000	\$7,000
\$7,000.01	— \$8,000.00	\$15,000	\$10,000	\$8,000
\$8,000.01	— \$9,000.00	\$15,000	\$10,000	\$9,000
\$9,000.01	— \$9,999.99	\$15,000	\$12,500	\$10,000
\$10,000.00		\$20,000	\$15,000	\$10,000

DONORS GIVE IN ROUND NUMBERS

Donors are five times more likely to give \$25, \$50 or \$100 than amounts in-between those numbers. *Ask strings are designed to move renewing donors up to the next, round number, level.* The same logic applies to higher giving levels.

"PRIMING" HELPS

Ask 1 of the ask string is an amount that is significantly higher than the donor's last gift. This sets a higher expectation in the mind of the donor.

THE MIDDLE IS THE LIKELY CHOICE

There is a tendency for people to pick the middle of three dollar numbers. Thus Ask 2 is our target number for the next gift. Finally, Ask 3 is at or near their current level. (If their last amount was an odd amount, we round it up).

We compiled and analyzed more than 160,000 annual fund gifts from 30 clients—over \$25 million in gifts — to develop our Recommended Ask String Table.

MONTHLY GIVING WORKS THE SAME WAY!

It is well known that when donors switch to monthly giving, they have higher rates of renewal and can give higher overall amounts. Adding variable monthly giving ask amounts on the reply card is an effective way to encourage this.

Following is our recommended table for monthly giving ask amounts.



Last Gift Amount		Or Previous Monthly Gift Amount		Monthly Giving Ask String		
From	To	From	To	AskA	AskB	AskC
\$0.00	\$50.00	\$0.00	\$5.00	\$25	\$10	\$5
\$50.01	\$125.00	\$5.01	\$10.00	\$25	\$15	\$10
\$125.01	\$175.00	\$10.01	\$15.00	\$25	\$20	\$15
\$175.01	\$200.00	\$15.01	\$20.00	\$30	\$25	\$20
\$200.01	\$300.00	\$20.01	\$25.00	\$50	\$30	\$25
\$300.01	\$400.00	\$25.01	\$35.00	\$50	\$40	\$35
\$400.01	\$600.00	\$35.01	\$50.00	\$125	\$100	\$50
\$600.01	\$900.00	\$50.01	\$75.00	\$125	\$100	\$75
\$900.01	\$1,100.00	\$75.01	\$100.00	\$150	\$125	\$100
\$1,100.01	\$1,500.00	\$100.01	\$125.00	\$200	\$150	\$125
\$1,500.01	\$1,800.00	\$125.01	\$150.00	\$250	\$200	\$150
\$1,800.01	\$2,000.00	\$150.01	\$200.00	\$300	\$250	\$200
\$2,000.01	\$3,000.00	\$200.01	\$250.00	\$500	\$300	\$250
\$3,000.01	\$3,500.00	\$250.01	\$300.00	\$750	\$500	\$300
\$3,500.01	\$6,000.00	\$300.01	\$500.00	\$1,000	\$750	\$500
\$6,000.01	\$7,000.00	\$500.01	\$600.00	\$1,000	\$750	\$600
\$7,000.01	\$8,000.00	\$600.01	\$700.00	\$1,000	\$750	\$700
\$8,000.01	\$9,000.00	\$700.01	\$800.00	\$1,250	\$1,000	\$800
\$9,000.01	\$10,000.00	\$800.01	\$1,000.00	\$1,500	\$1,250	\$1,000