

OVERCOMING OBJECTIONS TO THE ASK

1. I'll need to talk to my accountant about this. I never do anything without his advice.
2. That's a lot of money you're asking for.
3. Your proposal for a gift to the Emergency Room is really interesting. And I'm certain it's important. But I'm really more interested in the Cancer Center.
4. It's a great cause, but your timing is lousy. This hasn't been a good year for me.
5. I'll need time to think this over. That's a lot of money you're asking for. Give me some time to think about it and I'll get back to you.
6. It's way more than I would consider giving.
7. Your timing is way off. I have a daughter who is getting married in a few months and that's going to cost me a lot of money.
8. I believe in what you're doing and I wish you had come sooner. I've just made a significant gift to my university.
9. This is the kind of thing I need to talk over with my spouse.
10. You asked for \$1 million but the most I can possibly give is \$100,000. I'm a little embarrassed.
11. My accountant says I shouldn't give away any more money. She says I give away far too much now.
12. You make a good case. Your presentation was interesting. But I have so many causes that come to me. There's only so much I can do and I'm already pretty well committed.
13. You're asking for a gift to the hospital. I've got to tell you that I had a horrible experience in the Emergency Room.
14. I can't believe you're coming to me for a gift to the University. It's true I had a good experience there when I was an undergraduate. But did you know that they wouldn't take my daughter when she applied?
15. You've spent a lot of time talking about Endowment and asked me for a pretty good sized gift. The truth is, I don't like anything at all about the concept of Endowment.
16. Part of the money you're raising is for the faculty. I think those folks are getting too much now. And they don't work very hard for it.

