

Purdue Outing Club

“How to Ask” Guide



What is an Ask & Who Do I Ask?



Interested in helping us raise money for our endowment but not sure how to do it?

Follow this guide to make an ask!

What is an Ask?

An Ask is a way to formally request support from a potential donor or sponsor. Usually those close to you. It is important to state what you need and how the contribution will help.

Who Do I Ask?

You can ask anyone who is meaningful to you. That might mean family, friends, teachers, coaches, roommates, bosses, co-workers, neighbors, advisors, significant others, and more!

Steps to “Make an Ask”



1

Introduce Yourself

2

**Introduce The Purdue
Outing Club**

3

**Explain The Club's
Impact**

4

Make The Ask

5

**Thank The Potential
Donor**

Introduce Yourself



To begin an ask, all you need to do is introduce yourself!

It's important to remember who you're asking.
Your introduction to a professor might be different than a family friend.

Some introductions might look like...

-
- Hi [recipient], this is [name]!
 - Dear [recipient], I'd love to chat about...
 - Good afternoon [recipient], how are you?
-

Introductions like "Hi" would be great for those you're close to. For someone you would address more formally, "Dear" is a good option!

Introduce The Purdue Outing Club



Next, it's important to inform the donor where their money is going.

Also, if they aren't familiar with the club, this would be a great time to tell them what we do!

The Purdue Outing Club is creating an endowment, allowing us to secure our financial future by providing a stable source of income. We just need a hand getting it started!

The Purdue Outing Club was founded in 1946, and has been providing West Lafayette students with outdoor recreation activities like backpacking and canoeing ever since!

For just \$30 per academic year in dues, members get access to our gear closet with over \$100,000 worth of gear, and an amazing team of officers who lead trips and share expertise!

Explain The Club's Impact

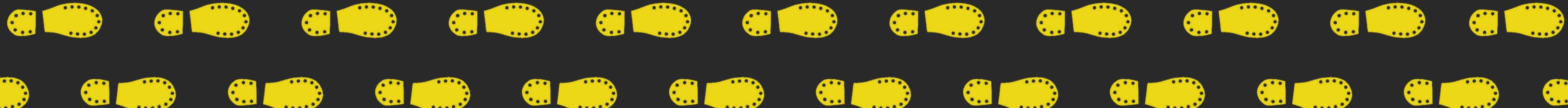


To make a more personal connection, it's great to share the impact the club has had on you.

This is where you can brag about where you've been and what you've done!

Things you might want to include:

- Your “why” for being in the club
- Your position in the club and what that means for you
- The memories you’ve made that you’ll carry with you
- The amazing places you’ve been able to go
- Some of the cool people you’ve been able to meet



Make The Ask



This is where you are going to be making the ask.

The club is seeing our standard fundraising sources (like SFAB) become unstable, so we're trying to become more self-sufficient.

Feel free to mention that here!

→ My goal is to help raise funds for the Purdue Outing Club. If you would like to help me and support the club so they can continue making memories for hundreds of students, you can donate here: purdueoutingclub.com/supportus

→ Would you be willing to help me reach my fundraising goal of ___?
You can donate here: purdueoutingclub.com/supportus

→ For every person who donates at least \$5, I will be posting a childhood photo of myself to my instagram story. You can donate here:
purdueoutingclub.com/supportus

Thank The Potential Donor



The final piece is thanking the potential donor for their consideration!

This is a great time to open the conversation up for questions if they have any.

This could be...

- Thank you for your consideration and please let me know if you have any questions!
- Thank you so much for supporting me and the club. Please let me know if you have any questions!
- If you have any questions, don't hesitate to reach out. Thanks!



Templates

Email

Dear [NAME],

This is [NAME AND INTRODUCE YOURSELF]. This year I am involved in the Purdue Outing Club. [INTRODUCE THE PURDUE OUTING CLUB]: The Outing Club is one of the largest student organizations on campus, with over 700 active members. Students involved only have to pay \$30 per academic year to participate in any of the sports and get access to their gear closet with over \$100,000 worth of gear!

[EXPLAIN THE CLUB'S IMPACT]: I've been able to go all across the country, make some amazing friends, and have lasting memories thanks to the club. [MAKE THE ASK]: Unfortunately, we are seeing the growing instability of our standard sources of funding. So, we're establishing an endowment to secure our financial future. Would you be willing to support us in this mission? We just need a hand getting started. You can support us here: purdueoutingclub.com/supportus.

[THANK THE POTENTIAL DONOR]: Thank you very much for your time and let me know if you have any questions!

Sincerely, [NAME]

Text

Hi [NAME]! This year I am involved in the Purdue Outing Club. [INTRODUCE THE PURDUE OUTING CLUB]: We're one of the largest student organizations on campus that participates in activities like backpacking, canoeing, and mountain biking. I only have to pay \$30 per year to participate, too! [EXPLAIN THE CLUB'S IMPACT]: Thanks to the club, I've been able to travel all the way out to Arizona over winter break with a really great group of people, and I've become friends with a lot of them! [MAKE THE ASK]: The club has decided to launch an endowment to support their trips and secure their financial future for the next generation of members. Would you be willing to help out? If so, you can go to purdueoutingclub.com/supportus to donate! [THANK THE POTENTIAL DONOR]: Please let me know if you have any questions! Thank you!

Questions?



Contact Steven LaCroix!

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