

Know What to Say and to Who

- What is **NOT** a solicitation
 - Statistical
 - Historical
 - Factual
- What **IS** a solicitation:
 - Asking for money
 - Sharing information on how to contribute
 - Talking about PAC membership benefits
 - Publicizing ability to accept unsolicited contributions
 - Identifying the goals of the PAC
 - Adjectives and adverbs: i.e.: “The PAC is great!”

Make Your Ask Effective

Always:

- Answer the “what’s in it for me”
- Actually **ask** for a contribution
- Set a positive tone
- Make it easy for them to actually give
- Remember that every conversation is an education effort
- Be careful to avoid any coercion