

# OVERCOMING DONOR OBJECTIONS

## OBJECTION

**I DON'T HAVE TIME FOR A CALL.**

## ANSWER

**WHEN WOULD BE A BETTER TIME  
TO CALL?**



## OBJECTION

**I'M TOO BUSY TO MEET.**

## ANSWER

**I UNDERSTAND HOW BUSY YOU ARE. WILL YOU MEET WITH ME FOR 8 MINUTES? I PROMISE TO KEEP IT ON TIME.**



**Nonprofit Donor**

## OBJECTION

**ARE YOU GOING TO ASK ME FOR MONEY?**

## ANSWER

**WE WOULD LOVE TO EARN YOUR SUPPORT, BUT FIRST, I'D LIKE A CHANCE TO GET TO KNOW YOU AND WHAT YOU LIKE TO SUPPORT.**



**Nonprofit Donor**

## OBJECTION

**I CAN'T AFFORD WHAT YOU'RE ASKING FOR.**

## ANSWER

**THERE ARE MANY LEVELS OF SUPPORT. I'D LOVE TO SIT DOWN AND DISCUSS BEFORE YOU DECIDE.**



**Nonprofit Donor**

## OBJECTION

**I'M FULLY COMMITTED THIS YEAR.**

## ANSWER

**I CAN APPRECIATE THAT. I'D LIKE TO SIT DOWN AND SAY THANKS FOR WHAT YOU'VE DONE SO THAT NEXT YEAR AND BEYOND, YOU MIGHT THINK OF US WHEN YOU PLAN YOUR SUPPORT.**



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## OBJECTION

**I GAVE IN THE PAST, BUT I'M NOT SURE YOU APPRECIATED MY SUPPORT.**

## ANSWER

**THANK YOU SO MUCH FOR YOUR SUPPORT. IT IS MUCH APPRECIATED. I'D LOVE A CHANCE TO SIT DOWN WITH YOU AND SHOW YOU SPECIFICALLY THE IMPACT YOU MADE.**



**Nonprofit Donor**

## OBJECTION

**I CAN'T AFFORD WHAT YOU'RE ASKING FOR.**

## ANSWER

**THERE ARE MANY LEVELS OF SUPPORT. I'D LOVE TO SIT DOWN AND DISCUSS BEFORE YOU DECIDE.**



**Nonprofit Donor**



## OBJECTION

**I DON'T WANT TO MEET IN PERSON.**

## ANSWER

**I'D LOVE TO GET TO KNOW WHY YOU SUPPORT THE CAUSES YOU DO AND I'VE FOUND PUTTING A NAME TO A FACE HELPS.**



**Nonprofit Donor**

## OBJECTION

**I ALREADY GAVE.**

## ANSWER

**THANK YOU FOR YOUR GIFT! I WON'T BE ASKING YOU FOR MONEY. THIS MEETING IS FOR ME TO TELL YOU WHAT A DIFFERENCE YOUR DONATION MADE AND ASK YOUR ADVICE.**



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