



# Strategies for Making the Ask

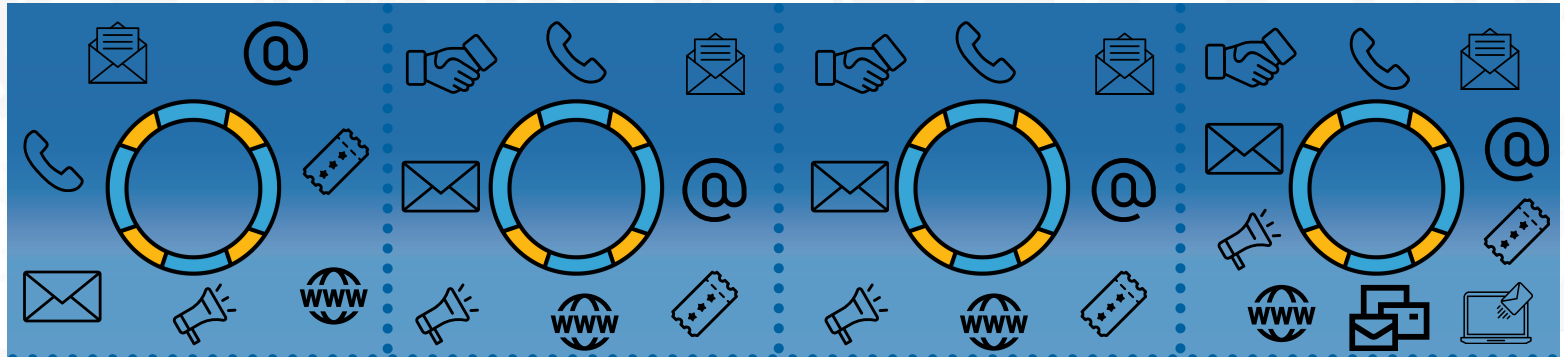
Current Year

LYBUNT

SYBUNT

NYBUNT

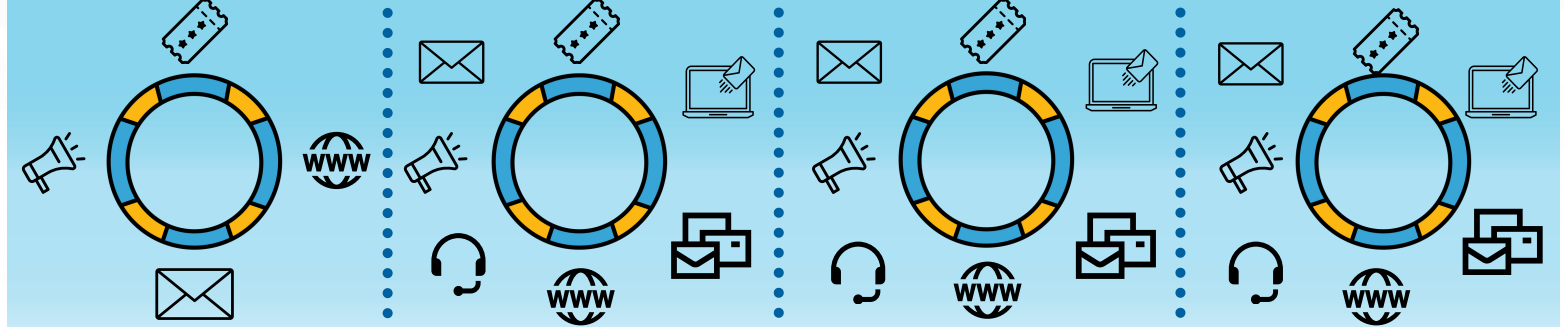
Major, Leadership & Transformational Gifts



Lead Annual Gifts



Annual Gifts



- Visit
- Personal Call
- Personal Letter
- @ Personal Email/Text
- Event
- Direct Call
- Direct Mail
- Direct Email/Text
- Mail
- Email/Call/Text Blast
- Inbound