

# How to Make an Ask?!

There are several different types of asks. Here's a list of some common ones activists have to make:

- What issues are you interested in?
- Will you Volunteer?
- How involved can you be?
- Will you vote yes/no on this bill?
- Can you be a co-sponsor?
- Will you help recruit colleague support for this issue?

Often times you will hear 'NO'. It may even become a staple in your daily activist diet. Don't distress! One thing we know from research is that people do not like to say 'no' all the time. They want to say yes but you have to give them a reason to say yes or you have to get them in the habit of saying yes. That is why when making an ask you should always have multiple questions. For example, "Will you meet with your legislator in person on this issue?", "Will you call your legislator and encourage them to vote yes on this issue?", and/or "Will you take a quick minute to fill out this post card and take a stand for Fairness?"

## People want to say yes!

People in fact do **not** always want to say 'no'. However, time is a precious commodity and the days seem to be getting shorter. A couple of ways you can give someone a reason to say yes is by properly framing your ask. When framing your ask you want to put in terms anyone can understand. For example, messaging research shows when talking about gay and lesbian issues relating it to general fairness is more appealing than demanding 'equal rights'. Also, creating urgency around the issue is important. Letting folks know if they don't act now that might not be able to act at all is very difficult to turn down. You want to couple your persuasive ask with universal terms and urgency.

People are creatures of habit. Getting folks to say yes multiple times in a conversation will warm them up to using that elusive three letter word. For example, "do you believe all people should be treated fairly?", "do you think all people should be able to bury their loved ones with dignity?", "will you take a stand for fairness and make a phone call to your legislator?". Here the ask is both in universal terms and we have created the habit of saying yes (if they answered yes to the first few questions). They may seem tricky but sometimes people just need to be encouraged to do the right thing.

## Finally, The End!

Or is it... At the end of every conversation you want to have your next plan of action plotted. You want to have a clear direction on how you will move forward and what is the most effective way to do so. This means you should have an ASK at the end of every event and conversation. For example, "Thank you for coming to the phone bank, can you canvass with us this Saturday?" or "Thank you for canvassing with us this afternoon. We could really use your help next Saturday, are you free? *No*. When are you free to canvass next?" In the last example we give the other person an open ended question that they can not simply say 'no' to. This creates more conversation and they are more likely to tentatively sign up for their next task!