

## “The Ask” Presentation

---

### Purpose

At the end of the course, students will be asked to employ the skills they have learned throughout the entire semester including finding a cause, organization evaluation, making a case, demonstrating impact, and making a solicitation that appeals to local, interested donors and philanthropists.

### Assignment

In groups of 2-4, students will select and research UVU departments and programs that have the potential and capacity to be the beneficiary of private funding. The research must include the following information:

- Basic program information
  - Name
  - Administrators
- Mission and objectives
  - Services offered
  - Population served
- Impact metrics
  - How many people do they serve?
  - What demonstrable need are they satisfying?
  - How is their money appropriated?
- Impact of charitable giving
  - Has the program received charitable funds before? How were they used and stewarded?
  - How would the program use a gift of \$10? \$100? Etc. What impact would those gifts ultimately yield?

After your group has collected this information, assemble a 10-minute presentation that is honest, professional, and persuasive. Please use PowerPoint. Your presentation will serve as your case statement for the program you have selected. Your task will be to present your program to a panel of judges comprised of local philanthropists, UVU donors, and UVU staff. Leverage the skills you have acquired during the semester to make a compelling ask to the panel. To be clear, you must make an actual ask at the end of your presentation—something to the effect of “are you willing to support the UVU Rodeo Club with a gift of \$1,000?”

## **Rubric**

This assignment is worth 200 points, nearly half of your grade. The panel will make judgements on the following criteria:

### **Professionalism**

- Professional, business casual dress
- Use of formal language and register
- Appropriate usage of time
- Clean PowerPoint

### **Fundraising Skills**

- Use of information to tell a story
- Use of quantitative data
- Use of relatable anecdotes
- Emphasis on impact
- Clear and succinct message
- Creativity in presentation; something that sets you apart
- Demonstration of thorough research
- Concrete “ask”
- Display of gratitude