

# TOP TEN REASONS FOR NOT GETTING THE GIFT

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10. Penny Smart and Pound Foolish.
9. Not moving fast enough—lost opportunities.
8. Poor training and support for campaign leadership and volunteers.
7. Not getting the appointment.
6. Moving too fast—lack of cultivation.
5. Assuming—ownership, interest, understanding.
4. Unspecific Asks.
3. Not following up on requests.
2. Answering for the prospect.
1. **NOT ASKING!!!** Or not asking the right person for the right size donation.