



## Making Hard Asks

**HARD ASK:** A hard ask is when you phrase a question so that it is specific and urgent! The “Hard Ask” is used in instances such as: asking volunteers to sign up for a shift, asking a voter to commit to a vote plan, and asking a volunteer to take on more responsibility.

Asking someone to do something can be intimidating! Practice your hard ask so you can be confident, and genuine!

### The 5 Characteristics of a Hard Ask:

**URGENT:** Why should they get involved *now*?

**SPECIFIC:** Where, when, and how?

**PRESUMPTIVE:** Talk with confidence and enthusiasm!

**UNAPOLOGETIC:** Never apologize for giving someone the opportunity to do something important!

**FLEXIBLE:** If the initial event/ask don't work for them, is there another option?

### Phone Banking Best Practices:

- 1 Use your active listening skills** - If a volunteer says no, listen to their reasoning before providing them with another opportunity!
- 2 Express Gratitude** - Make sure they recognize how thankful you are, and how significant their commitment is.