**REASONS TO GIVE NOW**

The job of the ‘reasons to give today’ is to give your donor more reasons to give. The more reasons to give, the more likely a donor is to respond with a gift.

Write down all the reasons to give a gift now:

* Is there a deadline?  
   If yes, write the deadline:
* Do you have a matching grant or multiplier?  
   If yes, write the amount:
* What happens to a beneficiary if they don’t receive help now?
* Do you have a financial shortfall?  
   If yes, what is the amount:
* Is there an extraordinary or urgent need?   
   If yes, what is it?
* What are the benefits to the donor for giving?
* Other(s)