

APA Legacy in Action Capital Campaign

**Legacy
in Action**

Shaping Tomorrow's Leaders
- Serving Today's Children

The 5-Step Ask Model



Research

Review donor history. Identify personal connections to the APA.



Cultivate

Connect, reference impact. Share your story, listen to theirs and relate through common values, motivations, and priorities.



Present

Emphasize the shared purpose and progress.



Ask

State a specific ask, suggest a dollar amount. Offer flexibility if desired.



Follow Up

Give space to reflect and plan to follow up 1-3 times, leading with gratitude. Confirm next steps and document with APA staff.