

The Hard Ask

WHAT:

A hard ask is a specific and well-defined question to a volunteer, partner, legislator, or a donor. It is an ask that results in a commitment to a specific action.

WHY:

A hard ask is used to make it more likely to get a commitment. This is particularly important while organizing as strong commitments to taking actions such as participating in an event or supporting a bill are needed in order to meet goals. The ask should always be direct and specific and should produce a “yes” or “no” answer.

HOW

- Use a connection (what do you have in common?) or personalize the ask
- Be clear about what you are asking (action/day/time)
- Be clear about WHY this action matters (how will this help the campaign win?)
- Ask for a specific commitment to an action
- Have alternatives with equally clear actions ready
- Follow up with next steps

HELPFUL HINTS:

- Be confident
- Remember that an ASK = OPPORTUNITY for support of your efforts
- Once you make the ask, give the person a chance to think (stay quiet)
- Smile - even over the phone
- Know the difference between no (never) and not now (volunteer could participate at a different day or time) or not that (volunteer could do a different type of action)



EXAMPLES:

- “Hi name, this is Amanda and I’m an organizer with RepresentUs. Thank you for your support for Ranked Choice Voting. We are hosting a house party to educate fellow (name state) about what Ranked Choice Voting is and how it benefits voters in our state. We are meeting at the Town Hall at 123 Main Street on Sunday, January 7th at 5 pm. Can I count on you to attend? Awesome. I will send you an email reminder the day before.”
- “Hi name, this is Amanda and I’m an organizer with RepresentUs. Thank you for coming to our house party last month. We are hosting a phone bank to find more supporters like yourself. This phone bank will take place online on Wednesday, February 10 beginning at 6 pm with a brief training. Can I count on you to attend? Great. I’ll send you an email with all of the details including a zoom link.
- “Hi name, this is Amanda and I’m an organizer with RepresentUs. Thank you for expressing your support of Ranked Choice Voting. Can I count on you voting in favor of HB11, the bill that will allow Ranked Choice Voting in Congressional primaries at the committee hearing on Tuesday, February 6th?”

IT IS NOT:

- Thanks for supporting RCV. Are you interested in getting involved?
- Do you want to knock on doors to talk to voters sometime?
- Do you support Ranked Choice Voting?