



Closing the Deal

There are times that you will have to engage in face-to-face contact with your prospects to “close the deal” and secure a pledge. Here are some tips to make those interactions goal-focused and fruitful:

- **Role Play** – First impressions count. Practice what you will say with family members and friends. Encourage them to critique your performance and your ability to deliver your key messages.
- **Know Your Stuff** – Think about the prospect or company you’re approaching, and the ways in which their goals overlap with the CAF’s. Be knowledgeable about the CAF mission and its athletes.
- **Be Prepared** – Bring prospect and venue-specific materials that will drive home your points. CAF materials can be ordered using the Materials Request Form on this page.
- **Track and Follow-up** – Keep track of who you’ve talked to and when. Always be respectful of people’s time.

Bringing It to Life

Whenever possible, use examples that make the mission of the CAF “real” for potential donors. Pictures, videos and biographies (all available from CAF) can be extraordinarily effective tools to show donors that their money is