

FOUR CRITICAL QUESTIONS

In my experience, potential donors have four basic questions in mind, whether spoken or unspoken:

“Why should I give anything, at any time, to your organization?”

“What will your organization be able to do more of....or do better....or avoid the risk of eliminating....as a result of my gift?”

“Who will be better served if I help you meet your fundraising goals?”

“What are the ways I’ll be recognized for my gift?”

With respect to that last question, I have been involved in philanthropy for over 40 years and have met very few anonymous donors! Most people like to have their names associated with worthy, highly-regarded non-profit organizations. As many may be reluctant to ask outright about donor recognition, it is important to address this question proactively.

Before you can engage in meaningful conversations about your organization, it is imperative that you and your colleagues formulate answers to those four crucial questions. While every prospective donor will not necessarily verbalize all of these questions, I can assure you that they will have them in mind. Having answers to these questions will produce a consistent and persuasive message for all of your organization’s fundraising efforts.