

FROM A POTENTIAL MAJOR DONOR'S POINT-OF-VIEW

When preparing for the solicitation of potential major donors, it's wise to anticipate tough questions that may be asked, or just as importantly may be uppermost in mind. For example:

- *“Is there a policy established to provide that construction will commence **only** when a specified dollar total of gifts and pledges are ‘in-hand’?”*
- *“What are the plans for ‘bridge financing’ between the receipt of cash and pledge payments, and contractor billings?”*
- *“What will the organization be able to do more of....or do better....or avoid the risk of eliminating...as a result of this multi-million dollar investment from your donors?”*
- *“In what manner has the organization judged the likelihood of receiving the total funding required for the project? In other words, if I make a gift commitment now what assurances do I have that the project will be funded and completed?”*
- *“Who has been enlisted to provide the essential volunteer leadership for the campaign?”*
- *“What is the budget established for campaign fundraising expenses, both direct and indirect, and how will that budget be funded?”*