

Talking About Best Questions for Donors

Here are topics to address and sample phrasing for questions that can yield information.

DONOR MESSAGING

Evaluate your recent fundraising materials: letters, emails, social media and website messaging. Record the different messages – or key reasons to give – donors would find in your materials:

- _____
- _____
- _____
- _____
- _____

WHY DONORS GIVE

Do you know:

- Why donors choose your organization over others that serve the same need?
- How donors learn about your organization?
- What messages have the strongest appeal to donors?
- Why they do – or do not – give a second time, third or more?

Ways to ask:

- *Please explain what prompted this gift.*
- *If you received a fundraising letter or email, what made you decide to give?*
- *Why have you decided to renew your donation?*
- *What would help you decide to give again?*

WHY DONORS CONNECT TO YOUR MISSION

Do you know:

- When donors have a personal connection to your mission?
- When donors make another kind of emotional connection to your organization?
- Which messages appeal to those donors, and why?

Ways to ask:

- *Do you have a personal reason for giving?*
- *What prompted you to choose our organization to give in the name of your honored individual(s)?*

WHAT DONORS WANT

Do you know:

- What kind of information donors would like to receive?
- What means of acknowledgment they prefer: letter, email, phone call?
- How often they want to be contacted: monthly, yearly, somewhere in between?
- How they see their connection to your organization?

Ways to ask – modify the questions above.