

10 QUESTIONS TO ASK AT EVERY DONOR INTERVIEW



1. What **interests** you about the **Community Foundation**? What is less interesting to you?
2. What **causes matter** to you and why?
3. What **motivated** you to **make your first gift** to the Community Foundation?
4. What **do you tell others** about the Community Foundation?
5. What **changes** do you think would make your **community a better place**?
6. What kind of **legacy** do you want to pass on to **future generations**?
7. Who are your **leaders** and **mentors**, and why and how have they impacted your life?
8. How does your **giving reflect** what you **believe in** and value?
9. What would your **personal mission statement** or slogan be?
10. How do you **want to be remembered**?

(Source: Nonprofit Quarterly. "Collecting Stories From Your Donors")

<http://www.nonprofitquarterly.org/copyright-policy.html?id=1662:unraveling-development-co>

COLLECTING DONOR STORIES

Engaging in conversations with donors can be one of the most important steps your organization makes. Although tax benefits are nice, people give for more reasons than a tax refund. Giving is deeply personal and there is often a story behind each gift.

There is power in a great story. A story can inspire. A story can build a bond. A story can create a legacy as long as time. Stories transcend generations. You must ask yourself, **"Why not start a conversation?"**

WANT TO SEE AN EXAMPLE?

Click here to watch Wanda's story. Wanda has donated thousands of dollars to our affiliate foundation, the **Community Foundation Jackson County**, in honor of her late husband and their shared passion for giving.

(Link not working? Enter the address in your browser.

https://www.youtube.com/watch?v=bDRA_3P3Bdg)