

VITAL QUESTIONS

1. When did you first hear about _____? Why did you first give to our organization? What was it that drew you to the organization?
2. What interests/matters most to you most about the organization? Why? Why is this important to you? What is least interesting to you and why?
3. How would you describe our mission? What does it mean to you? What are you trying to accomplish with your gifts? What are the most critical results you expect our organization to produce?
4. What do you tell others about us? How do you describe this organization to others?
5. What inspires you to be a faithful supporter? Why have you continued giving to us? What has made the greatest impression on you? What could we be doing better? What makes you feel good about your financial support to us?
6. How would you describe your giving to _____, compared to your other charitable giving? How do we rank in terms of your personal philanthropy? What would it take to move us to the top of your list?
7. When you make charitable donations, how do you prefer to be asked? (In person, by phone, by mail, by e-mail, other?)
8. How satisfied are you with the way that the organization treats you as a donor? How does your experience with _____ compare to your giving to other organizations? Is there something they do that you like and we're missing?
9. Do you feel like you are making a difference with your giving to _____?
10. Anything else that you would like to add about your experiences with us? Anything at all that you want to share?
11. Who else would be interested in hearing about us? Who else can help us? How can we get them involved?



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