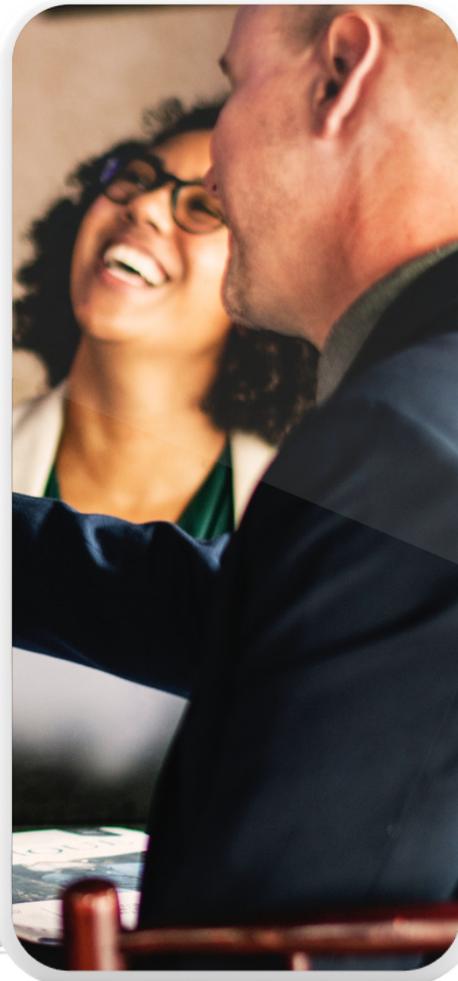




HOW TO ASK YOUR DONORS  
FOR LARGER GIFTS

# WORKBOOK

Using permission-based asking to create stronger partnerships with your donors that will lead to transformational gifts.





# Create Open-Ended Questions

It's surprising how often we ask Yes/No questions when we're connecting with donors. And while this may provide you with some information, it limits the depth of their answer.

That's why open-ended questions are so critical in your work as a fundraiser.

By crafting questions ahead of time, you'll be more intentional in the questions you ask and more focused on moving the relationship forward.

We like to have our clients craft their open-ended questions using two main categories: questions to learn more about the donor, and questions related to asking/preparing for the ask.

On the next page, you'll see some examples and begin working on crafting your own questions.



# Example Questions

Here are various example questions our team has crafted for specific topic areas you'll want to discuss with your donors.

## Getting to Know Your Donor (Beyond the Bio)

- What has brought you the most fulfillment in your life?
- What's the most memorable book (movie, concert, etc.) you have ever read?
- What were your greatest lessons from your family?
- What inspires you?

## Defining Passions & Interests

- What are you most passionate about in your life right now?
- What are the most important things you'd like to accomplish this year?
- How did you come to the decision to give your first gift?
- Why is our organization important to you?

## Defining Passions & Interests (Continued)

- What makes you continue to give?
- Of all the programs and services that are provided through your gift, what is one that really calls to your heart?
- Of all the gifts you have given, what is one that comes to mind that brought you the most joy?

## Increase Connections

- If you were to tour a project what do you want to learn most about?
- What event most interests you to attend?
- Is there a volunteer opportunity that has caught your eye?
- What would you like to know about us?

# Create Your Own

Referencing the examples shared, create 1-2 of your own open-ended questions for each of the categories noted below.

Getting to Know Your Donor (Beyond the Bio)

Defining Passions & Interests

Defining Passions & Interests (Continued)

Increase Connections

# Example Questions

Here are various example questions our team has crafted for specific topic areas you'll want to discuss with your donors.

## Preparing to Ask

- How do you like to be told about the results of your gift?
- Am I doing an effective job at linking our work to your key priorities?
- What have I done that has been most helpful to you?
- In what ways am I helping you to achieve your goals?

## Discussing the Proposal

- What parts of the presentation will be most valuable for us to emphasize and spend time on?
- Given what we've set out in our proposal, and thinking about value to you, can you say something about what you'd like to see less or more of?

## Donor's Response is to Not Make a Gift

- What has led to your decision that we have either done or not done?
- Are you open to discussions in the future about other giving opportunities?
- What timing would best work for us to come back with projects in the future?

## Donor Says "Maybe"

- What questions are still unanswered for you?
- What concerns do you have?
- What do you still need to know to be able to decide?

# Create Your Own

Referencing the examples shared, create 1-2 of your own open-ended questions for each of the categories noted below.

Preparing to Ask

Discussing the Proposal

Donor's Response is to  
Not Make a Gift

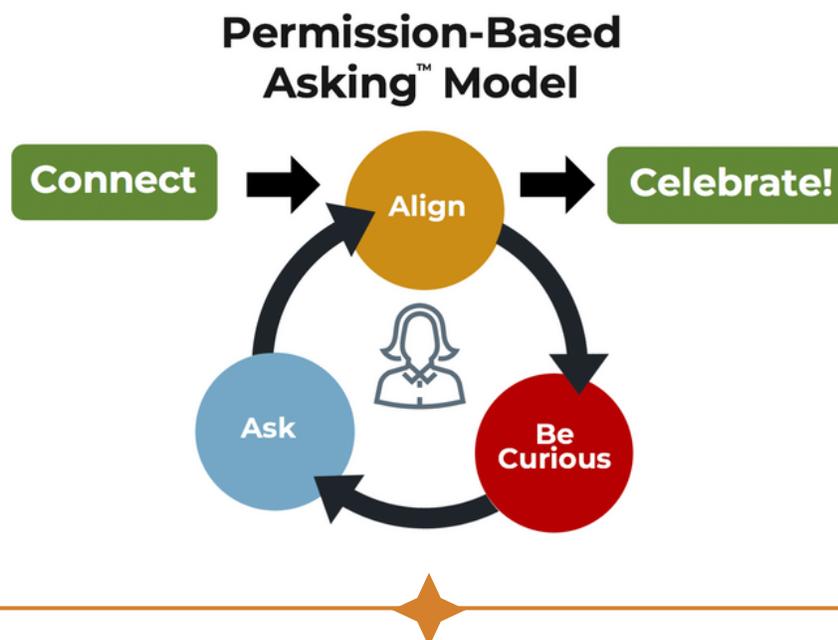
Donor Says "Maybe"



# Using Permission-Based Asking

The Permission-Based Asking model is a revolutionary new way of thinking about a donor conversation. Most of the models out there treat conversations as a linear process with a “Yes” to the request for a gift as the goal.

We see you as a critical partner with your donor, which is why we wanted to develop a conversation model that keeps the partnership as the focus, allows you to pursue realignment at any time, and celebrates the donor no matter how they respond.



# Transition Questions

One of the roles you play in any donor conversation is the role of a facilitator. A facilitator's goal is to keep the conversation moving forward, which involves having pre-outlined transition questions.

Connect to Align

*Write your question here*

Align to Be Curious

*Write your question here*

Be Curious to Ask

*Write your question here*

# Transition Questions

One of the roles you play in any donor conversation is the role of a facilitator. A facilitator's goal is to keep the conversation moving forward, which involves having pre-outlined transition questions.

Ask to Align

*Write your question here*

Align to Celebrate

*Write your question here*

Other Question Ideas:

# Prepare for a Donor Meeting

This worksheet will allow you to take what you've created and build out a plan for a specific donor meeting.



## PARTICULARS

Share your target goal for the donor meeting

Share your target ask (if appropriate)

Share the intended attendees (internally and externally)

TARGET	ACTUAL

# Questions Plan

Take a moment to map out any variations of questions you want to ask your donor.

## Open-Ended Questions

## Transition Questions

*Connect to Align*

*Align to Be Curious*

*Be Curious to Ask*

*Ask to Align*

*Align to Celebrate*