



THE 11 QUESTIONS EVERY DONOR ASKS:

How to answer their questions
so you can raise more money

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**Best question a
client ever asked**

And a legitimate question

“Why should we work with tree-hugging, cappuccino-sipping, dope-smoking, socialists in Vancouver?” –Calgary CEO

Outcomes for today's session

You will learn how to:

- Anticipate donor questions, craft better answers
- Learn how to engage your supporters more effectively
- Use these techniques to raise more money



1. Why me?



**You care
You've met
You'll inspire
You'll solve**



**2. Why are *you*
asking me?**

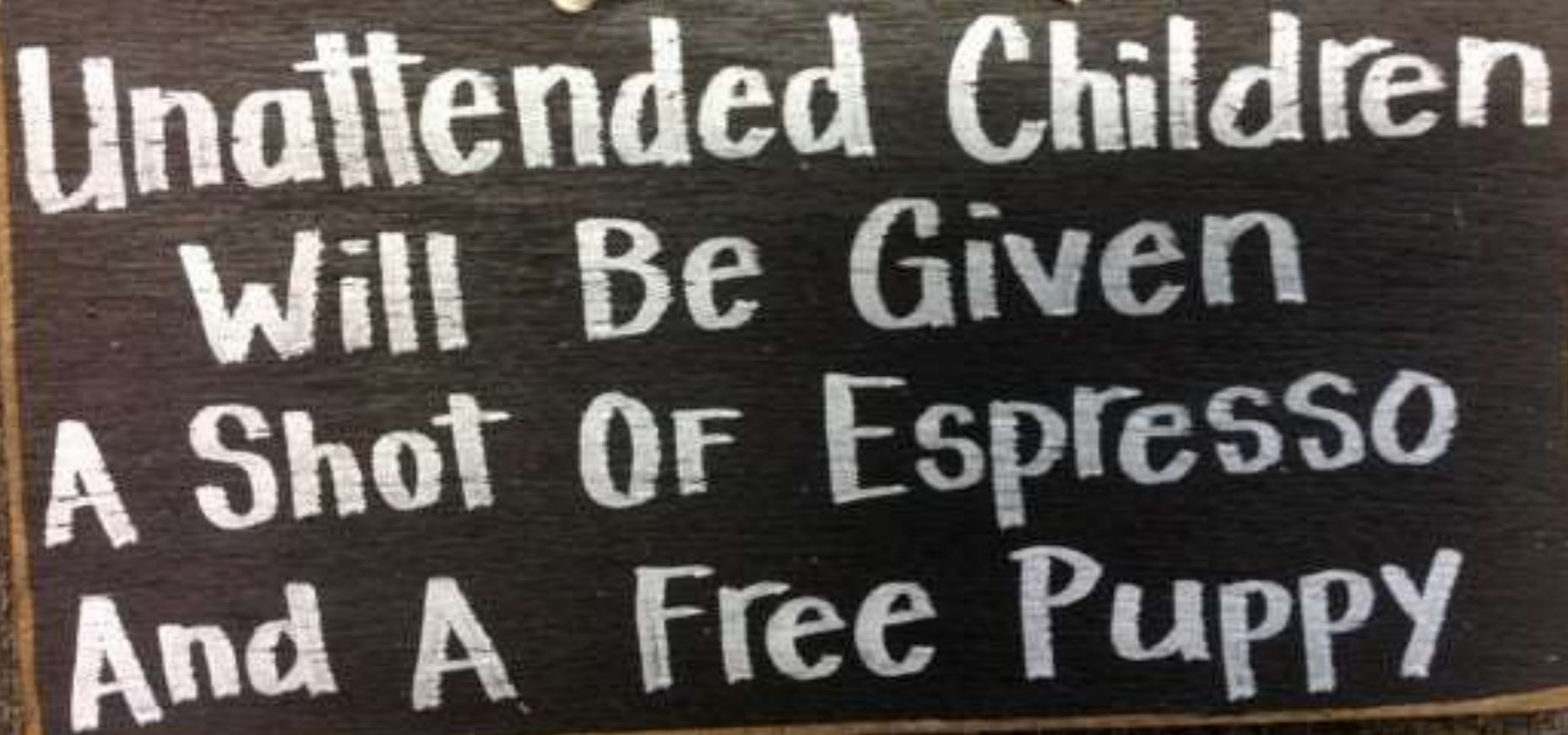


**What are
your
motives?**



**A few questions
for you**





Unattended Children
Will Be Given
A Shot Of Espresso
And A Free Puppy

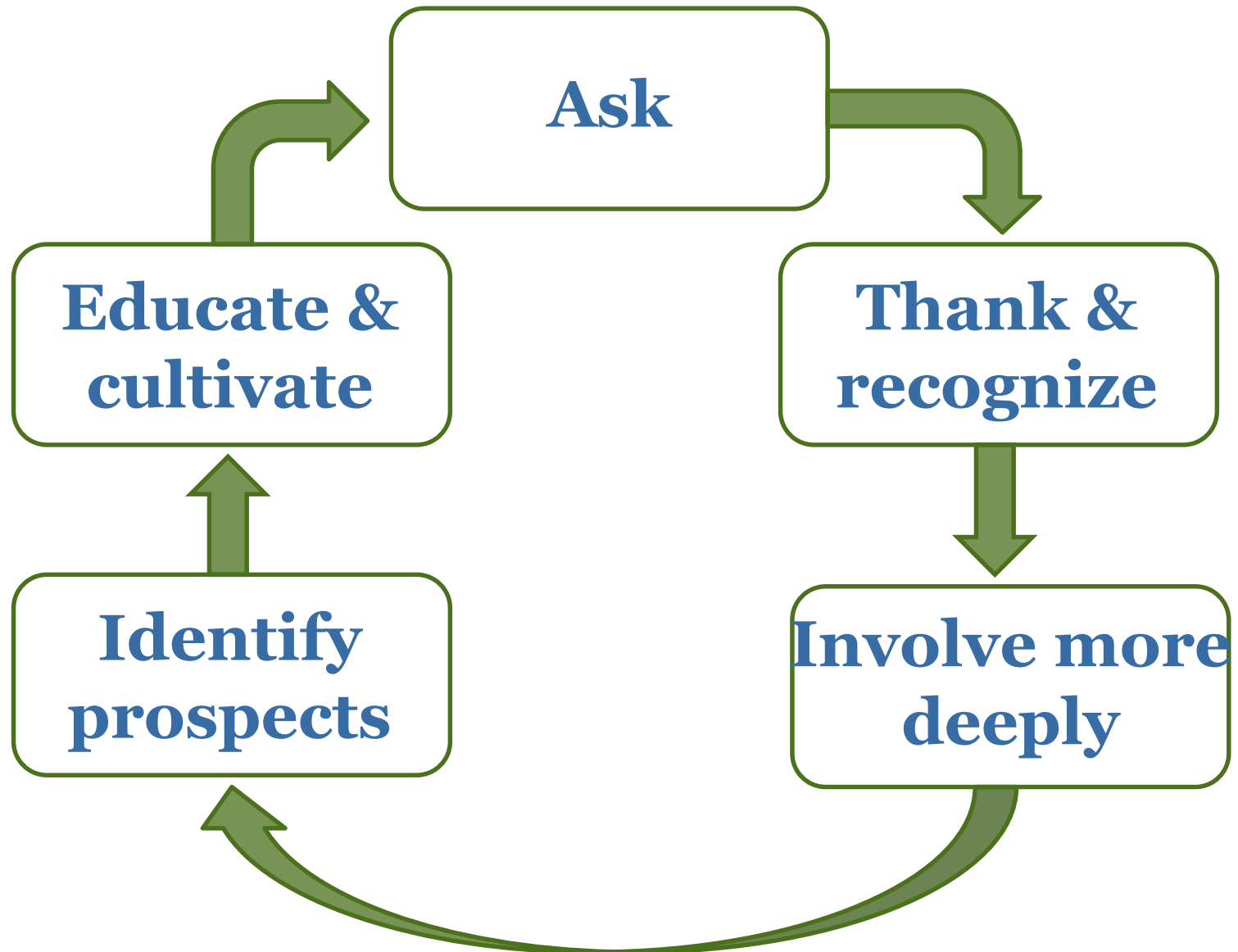
How often do you meet with donors – in person or virtually – for any reason?

(Relationship building, getting advice, asking for gifts, thanking...)

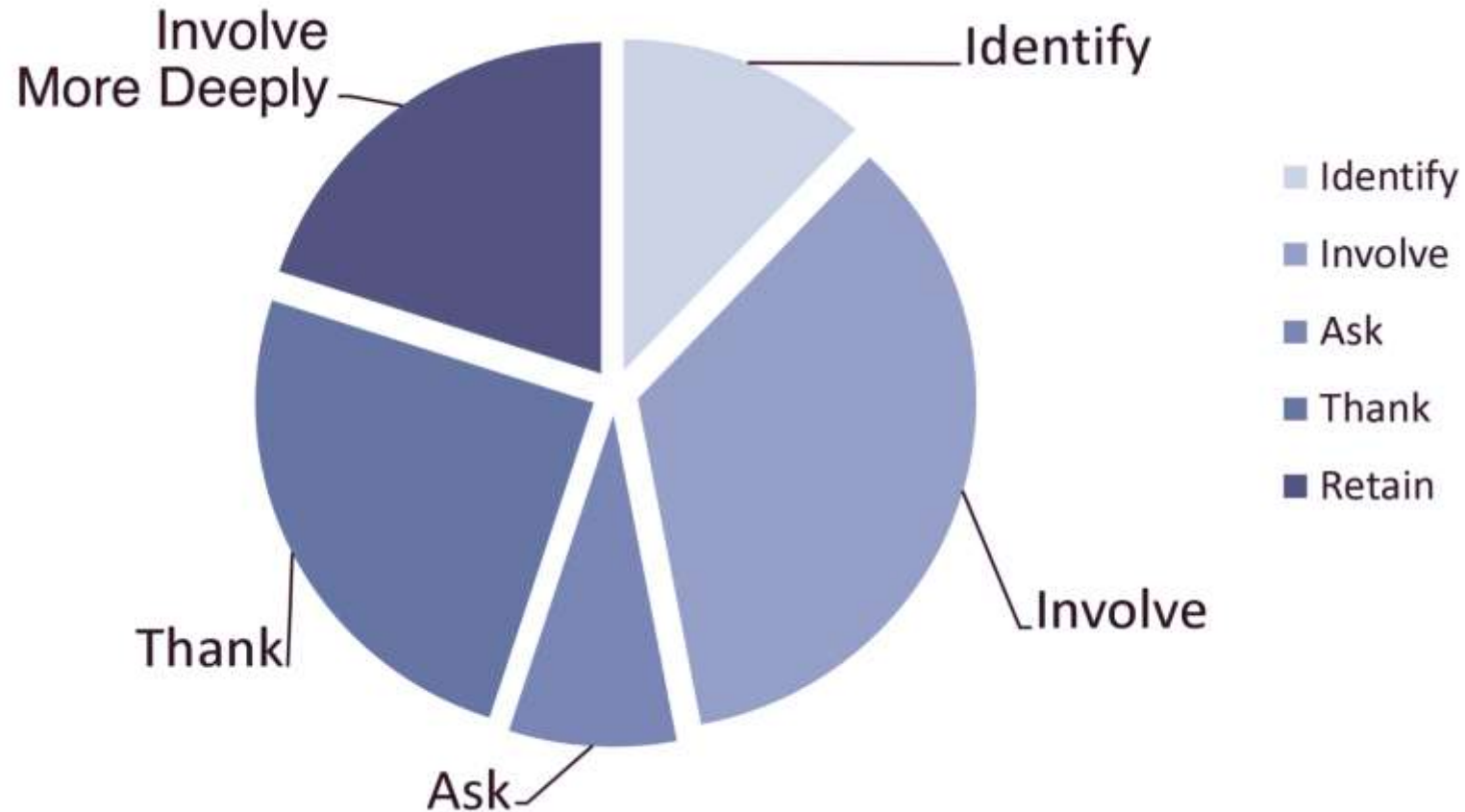
- Multiple times per month
- Monthly
- Quarterly
- A couple of times per year
- Almost never
- Don't know



Cycle of fundraising



Time allocation



Courtesy of Tina Cincotti, Funding Change Consulting. Thanks!

3. Do I respect you?





Do you... Inspire?



**did you
become a
fundraiser?**

4. How much do you want?





Michael's first gift was...



Michael Bloomberg

has donated \$3.55 Billion to
Johns Hopkins University...
so far...



5. *Why your* organization?





Mfg.
date

Batch
No.

ORAL REHYDRATION SALTS

Each sachet contains the equivalent of:

Sodium Chloride	3.5 g.
Potassium Chloride	1.5 g.
Trisodium Citrate, dihydrate	2.9 g.
Glucose Anhydrous	20.0 g.

DIRECTIONS

Dissolve in ONE LITRE of drinking water.

To be taken orally-

Infants - over a 24 hour period
Children - over an 8 to 24 hour period,
according to age or as otherwise
directed under medical supervision.

CAUTION: DO NOT BOIL SOLUTION

MANUFACTURER: Jianas Bros., Packaging Co.
Kansas City, Missouri, U.S.A.



6.

Is there
an urgent
reason
to give?



7 • Is it easy to give?



OH MY...

**WHY ARE THERE SO MANY FIELDS
ON THIS DONATION FORM?**



"Simplicity is
the ultimate
sophistication."
- Leonardo DaVinci

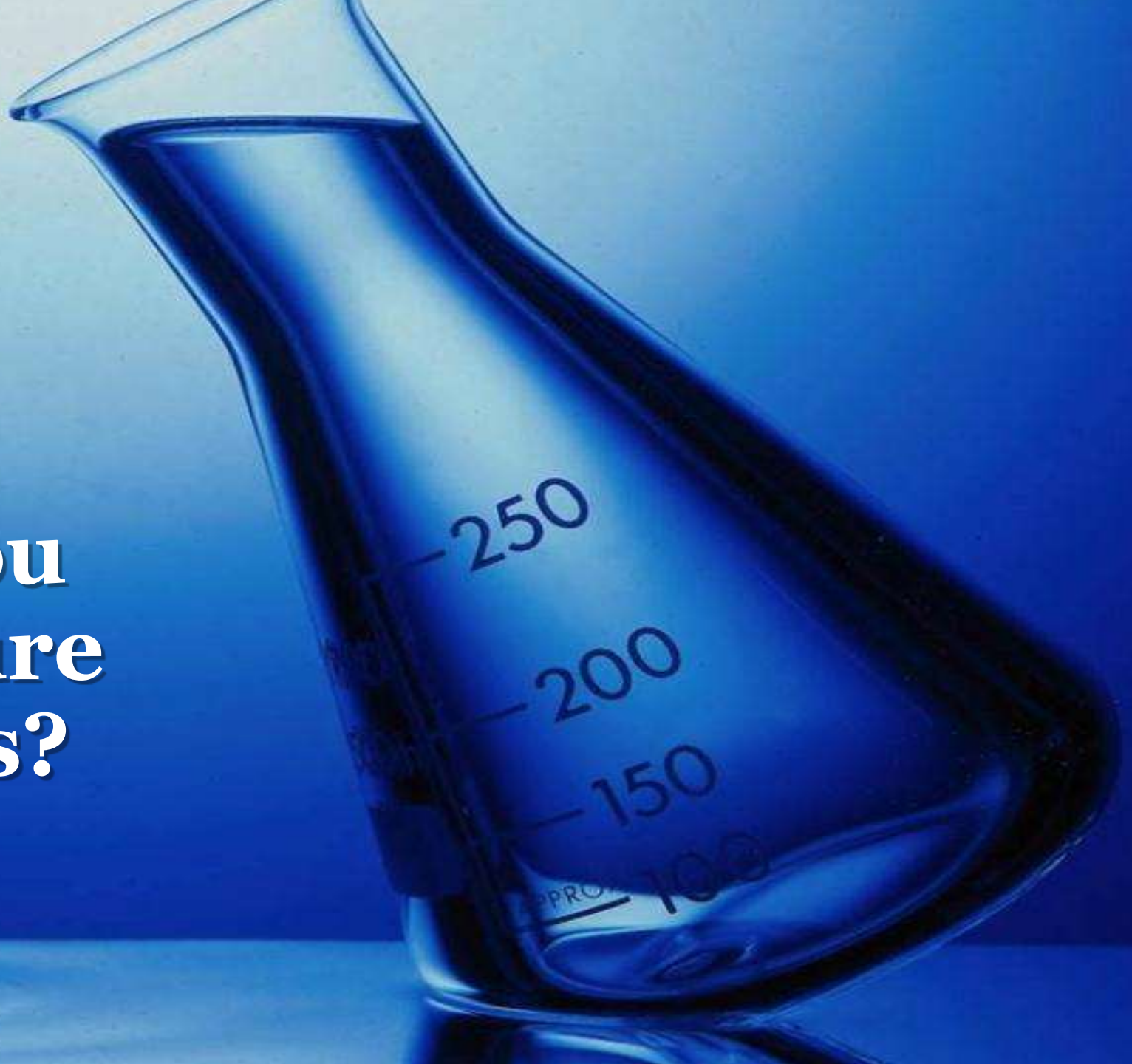
8. How will I be treated?





9

How
will you
measure
results?



10. Will I have a say over how you use my gift?



Victoria Hand Project



www.VictoriaHandProject.com









11. Will my gift make a difference?

When you hear “Yes,” then what?

Be grateful. Be enthusiastic! And then...

Ask questions





1. Why do you support our work?

Explore your donor's motivations.

Tip: Don't assume you know — ask!



2. How would you like to be recognized?” Or do you want anonymity?

Tip: Sharing donor names inspires others.

4. Will you give us a testimonial?

Because donors make the best advocates!

Tip: Based on the conversation, it's OK to draft something for the donor to review.





5. Will you share with our board why you give? It's useful to hear from donors.

Tip: Consider a panel: 3-4 donors w/ Q&A.

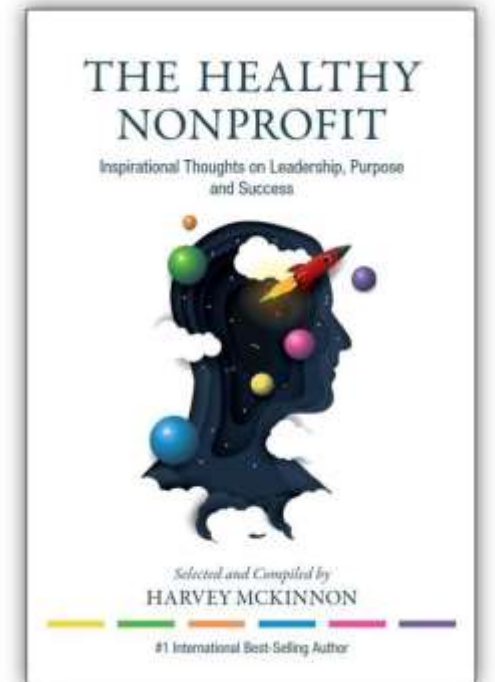
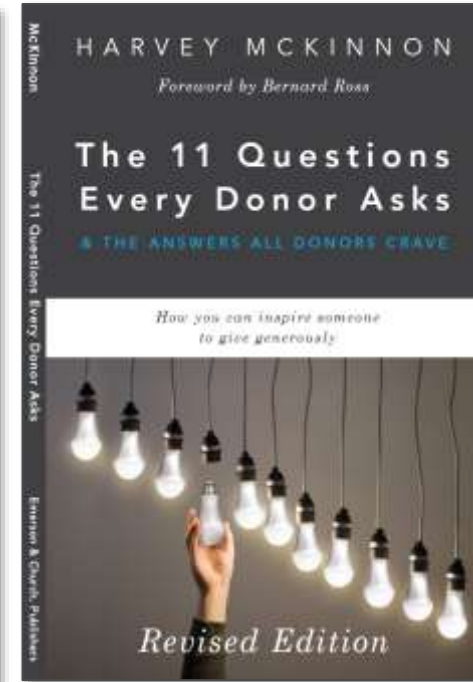
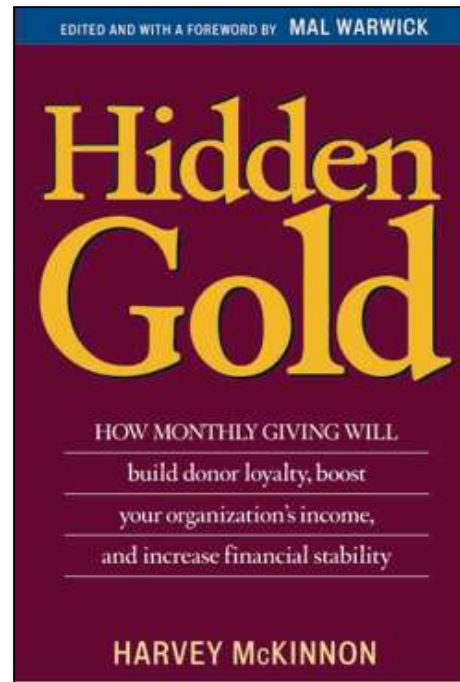
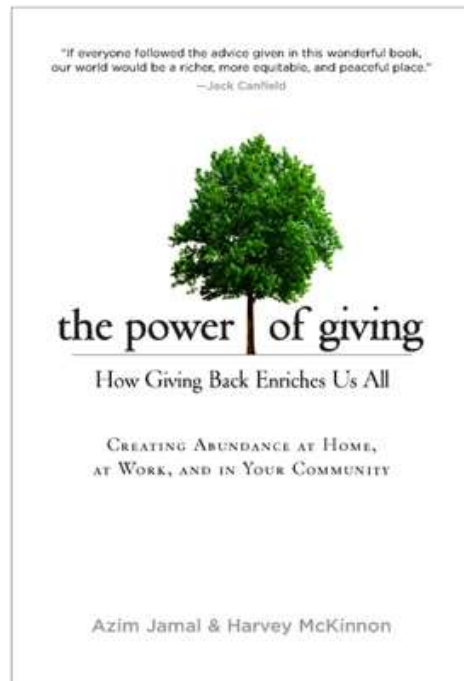
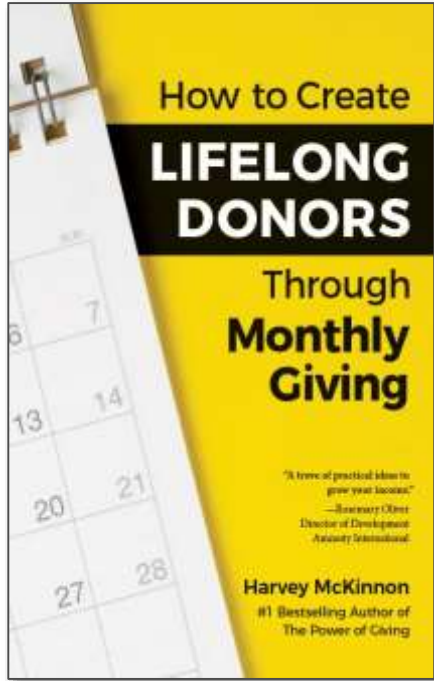
3. When I update you in person, can we include your family?



Tip: If you're cultivating planned gifts,
this is essential.

Questions?





www.harveymckinnon.com