10 Power Questions That Lead to a Conversational Ask

These questions offer a natural, friendly and more successful approach to closing major gifts. This step by step approach engages the donor as a partner to envision how they can help your organization. Involving donors in a conversation like this will help your team build trust and credibility while qualifying big donors for mega gifts.

1

Would you mind sharing what inspired your gift?
When you discover why your donor is giving, you can find out their Donor Story. Every donor has important personal reasons that they support your organization. When you uncover them,, the donor can share their passion and enthusiasm for your cause.

2

I'd love to know your story.
Your donors probably have amazing stories to share about why they care that they would love to discuss. But we rarely go deeper with the donor to ask. This question helps qualify the donor as you discover how interested and enthusiastic they are – or not.

3

May I ask, how did you become so generous?
This question helps discover your donor's philanthropic priorities. You'll learn more about how they make gift decisions and what other causes they support. In addition, you'll discover who may influence their giving decisions. Often, they are happy to share their philanthropic vision with you, and they appreciate being asked.

4

May I ask, what are your impressions of our organization?
Asking your donors their "impressions" helps you find out what they really think, and how they really feel about your nonprofit and your mission. When you find out what's on their minds, then you can move forward in building a trusting relationship. You'll be able to find out more about their interest in giving.

5

I'd love to know what part of our work interests you most?
Never assume your donor's specific area of interest. Exactly what part of your work is your donor most passionate about? You never know until you ask. When you find out their specific interests, then you can designed personalized engagement experiences that will delight them.

Gail
Perry
Group

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6

May I ask for your advice and input?
Ask donors for advice about fundraising strategy, such as, Would you mind brainstorming with me - who might be good donors to support this effort? How do you think we can fund this project for the community and who should be involved? Often you can obtain invaluable strategic advice. And your donor starts to feel like an insider.

7

Could you see yourself becoming more involved in our organization?
Never assume your donor's level of interest. This question helps you qualify your donor and find out how they might like to be engaged. Your donor will tell you what they are interested in and what they want to do - but only if you ASK them.

8

If you ever made a larger gift, what might you like to accomplish?
When you have an engaged donor, you can ask this question outright. You are, in fact, a fundraiser. And your role is to facilitate your donor's interest in giving to your organization. They probably have a very clear notion of what they want to accomplish.

9

Would you like to know more about how you could help?
This question opens the Gift Conversation. If they are ready to have this discussion, they'll say "yes" to this question. Share some suggestions at three different gift levels, then sit quietly as your donor considers it. Ask what else they need to know to make a decision. You are very close to a gift now. Soon you will have an enthusiastic donor and new funding for your mission.

10

Have you ever thought about doing more?
Asking this last question causes your donor to stop and think about their own financial situation, their personal interests and passions – and your organization's work. This is the moment of truth, when your donor is weighing all of this in their head, as they consider a major investment.