

Prospect Discovery Questions

Understand the prospect's relationship to the organization:

Have you or anyone you know been involved with our organization?
Why have you chosen to support our organization in the past?
Are you familiar with any of our programs? Which ones?
What do you believe are the perceptions of our organization in our community?
Do you believe your previous gifts to us have made a difference? How?

Take note of your surroundings:

Are those photos of your children? How old are they?
Is this a photo of you on vacation? Where did you go?
What a beautiful piece of artwork! Do you enjoy collecting?
What do you and your family like to do in your free time?
Tell me more about what you do? How long have you been in this position?

Focus on your mission and their role in it:

What do you believe are the most pressing issues for our community today?
How do you see these issues show up in our community?
How do you think our organization can address them?
What do you believe is the most important part of our organization's mission?
Have you had an opportunity to speak to our members of the community we serve?

Learn about their philosophy:

How did you come to learn about our organization?
What was your first charitable gift? What inspired you to make it?
What impact are you trying to make with your philanthropic involvement?
Are we among your top three philanthropic priorities?
What would you like to see our organization do to become a higher priority?