

14 QUESTIONS EVERY DONOR WANTS ANSWERED

1. "Why me?"
2. "Why now?"
3. "Why are you asking me?"
4. "Do I respect you?"
5. "Can I trust you?"
6. "How much do you want?"
7. "How much do you actually need?"
8. "Why your organization over another?"
9. "Will my gift really make a difference?"
10. "Is it easy to give?"
11. "How will I be treated?"
12. "Will I have a say over how you use my gift?"
13. "How will you measure results?"
14. "Are there other ways to accomplish your goal that make more financial sense for me?"



Adapted from Harvey McKinnon's *The 11 Questions Every Donor Asks and the Answers All Donors Crave: How You Can Inspire Someone to Give Generously*, with some additions from PlannedGiving.com.