



### **Real-life experience. Practical help.**

The Art of Active Listening: Practical questions to start and encourage donor conversations. Listening is essential. Leading with good questions critical! Here are a few:

1. I'd love to know about your history with our organization. Can you tell me how your association with us began?
2. What has motivated you to stay involved with us?
3. Who have you visited with most recently from our organization? I'm wondering if you have heard from our President or a Board member recently?
4. Are there people on our Board or on our staff that you are close to? (Be sure to have a list of your Board members handy!)
5. We have many exciting plans in the offing. I'd love to tell you about some. But, first I'm wondering if you have heard from us about the plans that we have laid out? What interests you most?
6. I want to thank you for your generosity over the years. Do you feel good about the gifts you have given, perhaps you can tell me a little about this? (If not, what could we do better?)
7. You've been generous over the years and I want to thank you for your support. Can you tell me where our organization falls amongst your various charitable interests?
8. We have a number of identified priorities and I would love to tell you about them. But, first, tell me what interests you most in the work we are doing?
9. Would you be willing to consider a proposal from us? If so, I would love to know what's on your mind that will guide our proposal to you.
10. You are very kind to spend time with me today. Are there others you know who you think would be interested in our cause? Would you be willing to make an introduction?

*The art of **Bold Asking**<sup>®</sup> is a coaching program in major gift fundraising for CEOs, board members and philanthropy staff. [www.artofboldasking.com](http://www.artofboldasking.com)  
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