

21 Amazing Major Gifts Conversation Starters

Opening questions

Tell me about your first gift to our organization?
Could I share something very exciting with you?
Growing up, who taught you about philanthropy?
Am I correct in assuming that our organization is one of your top philanthropic priorities?
Tell me, what is it about this cause that is so meaningful to you?
Who set an example of generosity for you?
How does your family choose to give to the community?
Where do you volunteer?

Organization-focused

What part of our charity's work do you find the most inspiring?
What do you hope we accomplish in 50 years? What must change so we can accomplish that?
Hypothetically, if you were to win the lottery and have an abundance of spare time & resources, how would you spend your time?
What is it about our mission that most resonates with you?
What would you like to know about us that you don't already know?
What is the one thing that our organization should never stop doing?

Legacy

Who were your heroes growing up?
How do you want to be remembered?
What do you want to teach your children?

Next step questions

Are you ready to talk about supporting this project?
When would you be ready to have that conversation?
What information would you need in order to have a conversation about your investment in this project?
When would you like me to follow up with you?