

| Prospect Category                        | Objective                               | Attributes   | Questions to ask  |
|--|---|--|---|
| Membership Level Donor                   | Uncover inclination to increase support | <ul style="list-style-type: none"> <li>• High Capacity (wealth screening)</li> <li>• First/second meeting</li> <li>• Unknown inclination</li> </ul>                                | <ul style="list-style-type: none"> <li>• Do you have a favorite network/program?</li> <li>• What do you listen to?</li> <li>• When did you start listening?</li> <li>• What motivates you to contribute?</li> <li>• Do you see your support of &lt;station&gt; as a “user fee” or as philanthropy/charity?</li> </ul>   |
| Annual Major Donor Society Member        | Uncover inclination to increase support | <ul style="list-style-type: none"> <li>• High Capacity (wealth screening)</li> <li>• May know them from visits and/or events</li> <li>• Unknown inclination to increase</li> </ul> | <ul style="list-style-type: none"> <li>• What motivates you to contribute?</li> <li>• Do you see your support of &lt;station&gt; as a “user fee” or as philanthropy/charity?</li> <li>• How does &lt;station&gt; relate to or reflect your core values? <ul style="list-style-type: none"> <li>◦ What other charities are important to you (and reflects these core values)?</li> <li>◦ Which is your top charity? Where is &lt;station&gt; on your priority list?</li> </ul> </li> <li>• How do you decide what/when to give your charities? (i.e., what is your philanthropic philosophy?)</li> </ul>   |
| Major donor prospect (under cultivation) | Determine readiness to ask              | <ul style="list-style-type: none"> <li>• High Capacity (wealth screening)</li> <li>• Strong relationship with organization</li> </ul>  | <ul style="list-style-type: none"> <li>• If you could make a major impact at &lt;station&gt; with your gift(s), what would that impact be? (Often asked after reviewing strategic plan or case for support.)</li> <li>• Do you see your support of &lt;station&gt; as a “user fee” or as philanthropy/charity?</li> </ul>   |
| Person who has made a large gift         | Need to determine stewardship strategy  | <ul style="list-style-type: none"> <li>• Gave a large gift recently</li> </ul>   | <ul style="list-style-type: none"> <li>• Tell me a little more about why you support our work?</li> <li>• How would you like to pay for your gift?</li> <li>• How do you want us to use this gift?</li> <li>• How would you like to be recognized?</li> <li>• Do you want your gift to honor someone you care about?</li> <li>• Would you be willing to give a testimonial we can use to encourage others to support?</li> <li>• How would you like to be kept informed of the impact of this gift and our work in general?</li> <li>• I want to come back to give you an update, but would you be willing to include family or friends in that meeting to spread the word?</li> <li>• Can you recommend others to whom we might speak about a gift?</li> </ul> |

Adapted from Guidestar Article *After the Yes: 12 questions you can ask donors once they say yes* by Andy Robinson and Harvey McKinnon