

TIP SHEET

Questions Major Donors Ask Themselves Before Making a Gift

By Eddie Thompson, Founder and CEO of Thompson & Associates

You can't control whether a donor will give, or their timeline. But, you can control your activities. It is important to be positive, humble, and proactive with major donors and prospects - even more so in a time of uncertainty. Your donors will be asking themselves these questions as they evaluate charitable contributions. Make sure you're prepared.

1

Do I have enough to live on for the rest of my life?

When you reach out to prospects and donors, qualify (or re-qualify) them by finding out how they are doing. This will naturally offer insight - if the first thing the donor mentions is financial, that is a clue he may be concerned about financial stability.

2

Which charities am I close to?

This is where your previous stewardship efforts will reveal themselves. No matter what you have done in the past, right now commit to making more one-on-one visits when you are able so you can create deeper relationships with donors and prospects for the future.

3

Which charity is really making a difference?

In all your communications, be very specific about what your organization is doing to help during the crisis. Give donors confidence that you are using gifts wisely and making an impact in your community.

4

Can I give now out of my discretionary income?

There's never been a time in our lifetimes in which the case for philanthropy is more easily made. If a fundraiser can't make a compelling case for nonprofits in this situation, he never will. That doesn't mean making your case will result in immediate donations, but donor communications at this time can have a residual effect.



5

Can I give out of my net worth?

Most people's net worth has taken a tumble. Raising major gifts in this environment is a tough challenge. If you are only calling on mega gifts, now is the time to diversify. But, do not stop cultivation efforts. We are going to rebound and you will be grateful you spent this time productively.

6

Can I give a future gift out of my net worth?

Historically, the desire to create a planned giving program increases after a financial downturn because donors still want to help. Donors who are instrumental accumulators of wealth may still be open to making a commitment. Learn more about planned giving options.

For more resources, visit ceplan.com/covid-19.

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About Thompson & Associates

Thompson & Associates partners with nonprofits to provide estate planning services to their supporters. Our planning process helps you move from "hoping" planned gifts materialize to active gift creation by putting your supporters' needs first. We give your supporters an opportunity to work closely with an independent advisor to clarify their values to develop a plan that reduces uncertainty, freeing them to make a lasting impact on their family, community and the world.

