

Philanthropy Matters

We Share Your Passion! January 2020

STARTING OFF 2020 WITH QUESTIONS

We would like to share with some of the best sets of questions that may help you in your capital campaign planning and having on-going conversations with your major donors.

Capital Campaign Frequently Asked Questions.

Answers to these important questions should help you prepare and determine readiness for your next capital campaign.



- What should we raise money for?
- How do we set our campaign goal?
- How much will a campaign cost?
- Should we have a feasibility study?
- Who are potential campaign leaders?
- Do we have an infrastructure to support a campaign?
- When was our last campaign? Do we have all donor information from that initiative?
- Can you identify the potential lead donors for the campaign?
- What capital campaign materials do we need?

Capital Campaign Donor Readiness: *What questions do donors often ask you when inviting them to give a leadership gift to your campaign?*

- Who has given to your campaign?
- Who has already given to your campaign?
- Who is the leadership for your campaign?
- Do you have a business plan?
- What impact will this campaign have on increasing membership, agency revenues, sustainability, serving more members, supporting your mission?
- Are there recognition opportunities for my family?
- How long can we take to pay off our gift?



Talking with Donors: *Questions you may want to use with your donors when preparing/scheduling a visit for a major ask?*

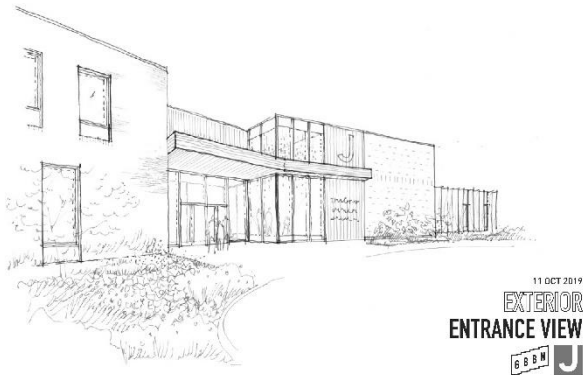
1. I would like to schedule a time to ask for your support. Can we get something on the calendar for next week?
2. Who would you like to ask you for the gift?
3. What level of gift should we be asking you for?
4. What type of impact would you like to have?
5. Do you mind sharing with us why our organization is so important to you?

More Questions: *Going deeper with your major donors.*

1. You have been giving x amount over the last x years. This has been very generous. What is it that we are specifically doing that you got excited about?
2. Tell me about the best experience you have had giving a gift. What made it so special for you?
3. What is your preference in how/we communicate with you?
4. What do you tell your friends about our organization?

There are many more questions pertaining to these topics, we would be happy to spend some time with you on both, as well as provide answers to each.

DVA Scoreboard

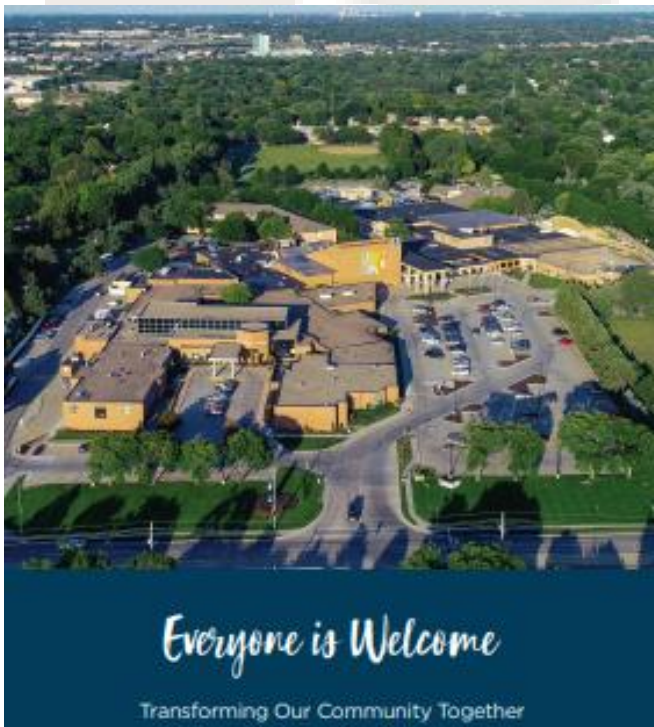


Louisville JCC/Jewish Federation, *Our Community. Our Future.* Capital Campaign has surpassed \$32M of their \$40M campaign goal.

Wagner JCC, Salt Lake City, *Our J. Our Future* is approaching their new campaign goal of \$6.5M.



**Temple B'rith Kodesh, Rochester,
Campaign To Ensure Our Future has
reached \$2.5M of their \$3M goal.**



**Jewish Federation and Jewish
Community Center of Omaha just
reached \$27M in their *Our Future.
Now!* campaign.**

Wishing you the best year ever in 2020!



David Valinsky Associates LLC
614.238.3390 / www.davidvalinsky.com

Dawn Hensley, Editor

