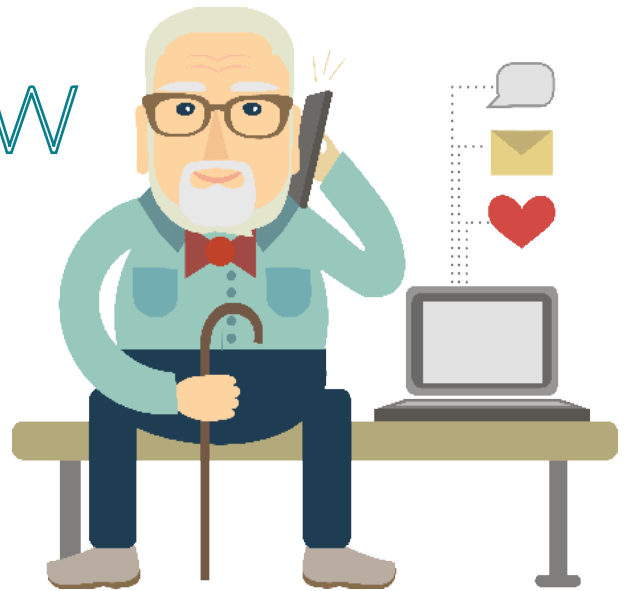


3 GREAT INTERVIEW QUESTIONS

PAUL IS YOUR DONOR.
HE HAS A CHARITABLE
STORY TO TELL.



IT'S ABOUT WHY HE CARES...



WHY DO YOU CARE ABOUT _____?

Your donor likely supports your nonprofit because they care about a cause or deeply-held belief (not your organization in particular.) Find out why your donor cares and you're on your way to a great donor story.



DO

let the donor talk about what's interesting to them, not you.



HOW DO YOU FEEL ABOUT _____?

Questions that start with "How do you feel" should elicit a meaningful response. Again, it's about the cause. "How do you feel about the future of cancer treatment?" or "How do you feel when you hear about a student who can't afford tuition?"



DON'T

ask a donor for many biographical details unless crucial for the story.



IS THERE ANYTHING ELSE?

At the end of the interview, ask this: "Is there anything else you'd like to say that didn't come up in this conversation?" Your donor may tell you something very important. Or your donor will respond with, "no, but..." that will lead to a more succinct, passionate version of an earlier comment. This final comment may very well be the gem that makes your story sparkle.



DO

follow up with a thank you and update on when the donor's story will be public.