

Money Questions



Values-Based Major Giving Academy

Money questions are the questions a fundraiser asks a donor to learn about their values, their giving interests, their resources, and how they make giving decisions. Money questions help fundraisers learn what they need to know before they can ask the donor for their next financial gift.

Because some people can be sensitive about money questions and feel vulnerable talking about money, it's important that you have consent to ask them. A simple, "is it okay to talk about this more?" shows that you recognize you may be in sensitive territory and gives the donor a chance to pause to decide if they want to share more.

Questions About Giving to Your Organization

1. Our organization's values are _____. Which of these align with your personal values?
2. Why did you make your last gift?
3. Why did you start giving to our organization?
4. What keeps you giving to our organization year after year?
5. Where does our organization fall in your giving priorities?
6. How did it feel to make your gift to our organization?
7. What impact do you want your gift to have?
8. What do you see as the impact of our organization?
9. How does our organization's work make your life better?
10. How do you feel about people in our community deciding how we spend the resources we raise—some of that money might be your money—any feelings about that?
11. Why did you choose to make your gift to that program (or for that purpose)?
12. Why was it important that your gift be dedicated to a specific program (or purpose)?
13. Would you ever consider making a gift for core mission support, one that could be used however it was needed most?

Questions About Giving

14. What other organizations do you support?
15. How do you think about your personal giving versus giving from your business?
16. Would you like to hear about another organization that aligns with your values?
17. Would you like to hear about another organization that also supports our community?
18. What was the first financial contribution you ever made?
19. How else do you like to give? Do you volunteer or contribute products or services?
20. How does your faith inform your giving?



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21. How did your family approach giving?
22. Do you have any family traditions related to giving to your community?
23. Who was the first person to ask you to make a financial contribution to an organization or cause?
24. How did it feel to support the community with a financial contribution?
25. What gift do you dream about giving but can't imagine giving in your lifetime?
26. Where will you give that largest gift you can barely imagine?
27. What have you learned from our community by being a donating part of it?

Questions About How a Donor Makes Giving Decisions

28. Who do you consult with when making giving decisions?
29. What do you consider when making giving decisions?
30. What are the values that drive your giving decisions?
31. When do you like to make giving decisions?
32. Do you engage your children in your giving?
33. Do you like to be the largest donor to an organization or cause, the smallest, or somewhere in between?

Questions About How a Donor Gives

34. When do you like to give?
35. How do you prefer to make financial gifts? Cash? Stock?
36. Do you have a family foundation?
37. Do you have a Donor Advised Fund?
38. Do you want to give your foundation/donor advised funds away while you're alive? Why or why not?
39. Will your employer match your gift?
40. What type of communication do you like best when it comes time to ask for a gift? Meeting? Mail? Phone call? Presentation?





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Questions About Money

41. Where did your / your family's money come from?
42. How do you feel about having so many resources when our service users struggle because they have so few resources?
43. If you won the lottery, what would you do with the money?
44. Do you want to pass on wealth/money to your children?
45. What did your family teach you about money?
46. Do you like to talk about money? Why or why not?
47. Some people from our community served have been harmed by money—either having it or not. What do you think of that?
48. How do you think about where money comes from? Such as money that was created from natural resource extraction or enslaved labor or land theft from indigenous peoples.
49. Did you go to college? Did you pay for it? What was that decision like for you and your family?
50. Has the way you think about your money and giving evolved over time? How?

Questions About Fundraising

51. Have you ever raised money for something you care about? What was it? Why did you do it?
52. Do you think we can raise enough money to reach our goals?
53. Who else do you think should be involved to raise the money it will take?
54. Do you think other people in your network would be inspired to give like you have to this mission? Why or why not?
55. How do you feel about sharing why you give to our mission with others in your network and/or the broader community?

