Understand Your Major Donors: 8 Things to Know


2. Where does your organization fit into the donor’s pattern of philanthropy? (Are you among their top three charities? If not, what is and why?)

3. What is the donor’s pattern of philanthropy? (Many small gifts? A few large gifts? A combination?)

4. Does the donor like to be a big fish or a little fish? (Does the donor like to stand out or hide out?)

5. What’s the donor’s communications style? (Do they prefer more or less formal communications? Email, text or phone?)

6. How does the donor like to be asked? (In person? By a friend? By the ED? A written proposal? Other?)


8. What does the donor enjoy about giving? (Peer recognition? Being part of a group? Knowing impact? Other)