



Tips for Deepening Relationships with Donors

Really Get to Know the Donor – Ask Great Questions

- What (or who) had the greatest influence(s) in shaping your Jewish identity?
- What (or who) had the greatest influence(s) in forming your commitment to the Jewish community?
- What is most significant to you about being Jewish?
- What are your hopes for the Jewish community of the future?
- What value is central to who you are? What value(s) do you want to leave your children?
 - Did you inherit this value from someone?
 - How is this value evident in your life?
 - Is this value part of the legacy you hope to leave to the community?
- What keeps you up at night regarding our Jewish community or this specific organization? What would make you rest easier about that?

Gain a Deeper Understanding of the Donor's Emotional Connection to your Organization

- You have been involved with (name of organization) for so many years, can you tell me why it is important to you (and/or your family)?
- What has been the most meaningful experience you have had at (name of organization)?
- How has your engagement with (name of organization) impacted your life?

Practice Personalized Stewardship

- Discover the impact that the donor wants to make:
 - What impact do you want your legacy gift to have?
 - In what ways do you see your legacy gift perpetuating what matters most to you?
- Send / Share published articles / studies relevant to what the donor cares about
- Send / Share photos and stories that prove that the organization is highly effective in the way the donor cares most about
- When you see the donor, further the relationship the donor has with the organization by updating the donor on news / awards / outcomes.