

Words That Work

Best Practices in Solicitation Conversations

There's a great deal of research that's been done to help fundraisers understand the keys to opening the hearts of donors. Here are the kinds of questions that can help conversations go deeper and make donor interests and wishes more apparent.

Take a Walk Down Memory Lane

- What is your earliest Jewish memory?
- Who had the greatest impact on your Jewish identity?
- Who was your biggest inspiration in the Jewish community?

Understand Federation Connection

- Do you remember your first experience with Federation?
- Why did you make your first gift to Federation?
- What role are you most proud of having held at Federation?
- What is your Federation story?

Make it a Social Norm

- Will you join me in the making a campaign gift?
- Would you like to engage the Federation in another way other than contributing?
- Many community members are creating a legacy gift for Federation, is a gift from your estate something you would consider?
- What is your greatest concern about the Jewish future/our community?

Talk About Passion, Not Business

- What drives you to give to philanthropy/Federation?
- What is the biggest impact you see your dollars/Federation making in the world?
- What is the legacy you'd like to leave for future generations?