



Major Gifts
FOR YOUR CAMP



Questions for Major Donor Discovery

- What prompted you to make your first gift to Camp?
- Why do you continue to give?
- What matters most to you about what we do?
- Which of our programs/activities means the most to you?
- How did you learn about charitable giving?
- What is the most meaningful/gratifying gift you've made?
- What's the most meaningful/gratifying volunteer experience you've had?
- How do you manage your giving decision process?
- What are your top philanthropic priorities? How did they become your priorities? Where does Camp rank?
- What would it take for Camp to be a higher priority for your giving?
- What would it take for you to become more deeply involved with Camp?
- Are you a Legacy donor at any organizations?
- What would it take to consider a Legacy gift to benefit Camp?
- How well-informed do you feel about Camp's work? About the importance and impact of your giving to Camp?
- How are we doing with thanking you and making you feel appreciated for your support?
- How important is public recognition of your giving?
- What else would you like to know about us?
- What is your preferred method of communication with Camp – print, phone, e-mail, text, social media?
- What haven't we asked that would be helpful for us to know about you, your philanthropy, or your relationship with Camp?