

The Major Donor Visit

1. DO prepare for the visit.
2. DO listen carefully and ask open-ended questions.
3. DO NOT be apologetic.
4. DO NOT make the prospective donor feel guilty.
5. DO NOT discuss your organization's internal concerns.
6. DO NOT argue.
7. DO ask for a specific amount of money.
8. DO stop talking after you ask for the gift.
9. DO be prepared for all possible responses.
10. DO get a check or specific commitment.
11. DO follow up the visit.
12. DO keep in touch.