



Questions to kickstart your donor cultivation

LOCKE STEP
PARTNERS

Danielle M. Locke, MPA, CAP®
216.202.5515 // danielle@lockestep.com
www.lockestep.com



Questions to ask yourself

1. Who are your top 25 largest donors?
2. Who are your most loyal donors? Those that have given 5+, 10+ or 15+ years consistently.
3. How many legacy donors do you have? Those that told you they have left your organization in their estate plans/will.
4. How many have donors given within the last 24 months? How many are lapsed?
5. Do you know how many of your donors are over age 75?
6. Do you have 100% board giving?
7. Do you have a list of your past board members? Do you know how many of your past board members are still giving to your organization?
8. Do you have program alumni or grateful patients? Do you know how many of them are currently giving? Have you ever asked them?
9. Do you have volunteers? Do you ask them for annual gifts?
10. What amount do you consider a major gift?
11. How many donors are in your current list?
12. Do you have a donor database? What system do you use? (Excel, Donor Perfect, LGL, etc.)
13. Do you have members? If so, how many? What are the membership levels? Are your members also donors?
14. Do you have an annual appeal? How often do you ask your donors for support? How much do those requests raise? Number of donations?
15. Do you add people to your donor or member list? How often? Who enters the information? What prompts them to do so?
16. Do you have an email communication? Is this list separate from your donor list? How and when is this list updated?