



Catholic Foundation

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Emerson & Church

Q: You claim in your book, *Asking* that printed materials and computer presentations aren't that important. Really? Even in this age of smartphones and table computers?

Jerold Panas

A: I put campaign brochures very low on the list of what motivates a donor. Every study I've done supports this. Those fancy, line-embossed, die-cut, four-color brochures just aren't read, though the photos will be glanced at. Worse still, they're often a turn-off, due to the perceived cost of producing them. And as far as a computer presentation is concerned – ugh! In my experience, nothing takes the place of one-on-one presentation, the solicitor probing and asking questions – and listening most of the time.

I do bring a few pieces to leave behind. One is usually a three-ring binder. No one has ever thrown away a three-ring binder! Another is a simple question and answer folder that can fit in a breast pocket or a purse. Think of seven or eight questions that are likely to be asked, or questions that simply must be answered. This Q&A piece will be one of the most read pieces in your arsenal.

Asking: A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift - by Jerold Panas

Emerson & Church

Q: According to the research you did for *The 11 Questions Every Donor Asks*, what about the solicitor matters most to the would-be donor?

Harvey McKinnon

A: Without trust, a gift is unlikely. How smart you are is not so important. I know some brilliant people who aren't good person-to-person fundraisers. They don't connect well, can't read social cues or don't engage in the kind of conversation that motivates donors. Then there are fundraisers of average intelligence, who because of their charm, passion and integrity raise a fortune.

I'm often asked which of the 11 questions in my book is most important. Of course, virtually nothing applies to 100 percent of any population. But if you forced me to choose the one question that's most important to the majority of donors it would be: Will my gift make a difference? All else equal, if you can answer that question honestly, and compellingly, your chances of getting a gift soar.

The 11 Questions Every Donor Asks – by Harvey McKinnon