



Discovering Your Donor's Passions and Interests		
COURSE TOPIC	MAJOR TOPIC	CORE POINTS
Discovering Your Donor's Passions and Interests	The Problem in Fundraising	Donor and donor value attrition. Donors are not deeply connected to the mission. They aren't tied into the impact. Your organization is not truly donor-centered.
	The Importance of Knowing Your Donor's Passions and Interests	Donor-centered approach. Creates more meaningful donor relationships. Allows you to bring offers that align with the donor's interests. Create a more strategic plan focused on the donor's passions.
	Discovering a Donor's Passions and Interests	Building or re-establishing trust. Asking open-ended questions.
	Using Permission-Based Asking	Ask permission at each step of the process. Allow the donor to lead the interaction. Honor and respect where the donor is and what she is comfortable sharing.
	Creating Meaningful Donor Relationships	Being curious and keeping the donor at the center will transform your relationships. Donors will engage more when they are receiving information and offers around something they value.