



THE MAJOR DONOR VISIT

1. Do prepare for the visit.
2. Do listen carefully and ask open-ended questions.
3. Don't be apologetic.
4. Don't make the prospective donor feel guilty.
5. Don't discuss your organization's internal concerns.
6. Don't 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.