

## **How to Begin a Gift Conversation**

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To truly excel as a fundraiser, gift planning knowledge is necessary, but not sufficient. In addition to being able to explain gift options in understandable terms, you must also be able to carry on a conversation, obtain key information, link it to the donor's area(s) of interest at your organization, solicit and receive gifts, and begin to forge a relationship with donors that will lead to a lifetime (and more) of gifts.

Prospects and donors share cues and clues with us... if we know how to listen. Our role is to take that information and begin to weave a tapestry unique to this donor, based on the donor's assets, needs, goals, and timing. Our ultimate goal is to help our donors find a way to give that achieves their philanthropic objectives.