



If donors don't go away, where are they hiding?

A quiz to discover donor options.

Donors need options. While cash is always preferred and it's the nonprofit's first request, some donors might not want to give cash right now and yet, they still appreciate the work of your nonprofit so much that they may be open to considering other ways of giving – ways that don't cost them anything now. Are you ready?

Take this quiz to find out:

1. What two gifts can someone make that don't cost anything now, can be made by virtually anyone, and don't require much from the nonprofit?
2. If someone has an IRA that they want to share with your nonprofit, and their spouse is against the idea, what can you offer?
3. One of your older donors has mentioned during previous visits that they have an IRA that they don't need to live on. They have already named your nonprofit as a beneficiary and believe deeply in what you do. What might be the gift opportunity here?
4. Your board chair gives on a regular basis to the annual fund and wants to do more to inspire others – especially other board members to do more – without being pushy. What could be the next step here?
5. You've got some young professionals who are chomping at the bit for something creative and fun to do – they don't have much cash since most of them are in their first full-time jobs – how can you harness this energy to the long-term benefit of your nonprofit?



6. Your donor mentions that the rate of return from their CD gives them security and comfort. What gift opportunity might there be here?

Give yourself 1 point for each question you answer correctly.

If you scored:

- 6 points Congratulations! You are knowledgeable and your nonprofit well-served. You have job options.
- 5 points You're well on your way. Find a mentor. Continue to learn.
- 4 points Go on a quest. Attend some teleclasses and seminars.
- 3 points What are you waiting for? Find training fast before this economy starts growing again!
- 1 -2 points Knowledge seekers are the architects of the future. What one step can you take to learn more today?

If these questions seem complicated, rest assured they are not if you find training that is non-technical and conducted by someone who has worked with donors making these types of gifts.

Some nonprofit budgets are stressed and training may be out of the question...unless it is affordable, practical, and results in....results for your nonprofit!

Excellent seminars are out there. You may find the Free Teleclasses on my website interesting as well. Remember, it's not what you don't know that counts, it's that you're willing to learn more.