



Legacy Conversation Starters

1. What has made [use the organization's name] so special to you and your family?
2. Where do you see our organization in 50 years?
3. What would you like to see continue as your legacy?
4. What motivated you to give your first gift?
5. What inspires you to do what you do?
6. How did you first start giving and getting involved?
7. What does the organization do that is most important to you?
8. What do they feel will be the greatest challenge to the organization in the next 5-10 years?
9. What is the most excited you have been regarding ANY charitable gift you have given?
10. Tell me about your history with [this organization]
11. Why has this organization been important to you?
12. What do you want for the people and causes that have been important to you in your lifetime?
13. What is one of your [best] [funniest] memories of this place?
14. Would you be willing to share your story (with readers, board, and other donors)?
15. What is your favorite [event] [activity] [program] in this organization? Why?
16. Would you consider this organization to be among the top three charities you support?
17. If you could wave a magic wand and make anything happen in this organization, what would it be?
18. Which is more important, making a difference today or leaving a lasting legacy? Creating change or sustaining it? Supporting the organization or shaping its future?
19. In your opinion, how does this organization contribute to the greater community?
20. How do we treat you in appreciation for your support?
21. What are we doing well? What could be better?
22. For you, what is the most important motivation for giving?
23. What *should* we be doing to meet our mission that we currently are not?
24. What *could* we be doing to have a stronger impact in meeting our mission?
25. Could you see yourself involved in making that happen? How?