**Major Donor Prospect Checklist**

Use this question checklist to determine major donor cultivation prospects

* What are the prospect’s interests?
* How much have they previously contributed to your organization?
* What is the largest gift they have ever given to your organization?
* When was the last time they contributed to your organization?
* What is the largest gift they have ever given to any organization?
* Who on the Board or staff could be helpful with cultivating the solicitation?
* Do they give individually or through their company or family foundation?
* Do they have a philanthropic fund with a local foundation? If so, how large is their fund?
* Are they potential candidates for estate planning and/or deferred giving?
* Who are their key financial advisors?
* Have they recently come into wealth, sold a business or inherited significant resources?
* How financially secure is their business?
* Do they have a loved one who may be appropriate for memorializing or distinguishing with an honorarium gift?
* Does someone within your organization have an established relationship with the prospect which would be supportive of the solicitation?
* Would the prospective donor raise any issues relative to the solicitation?
* What would be the best setting to conduct an initial meeting?
* How much could you reasonably ask them to consider as a gift?
* What information, materials, hand-outs or visuals would be helpful to inspire a particular prospect?