

WORKSHEET

Leadership Gift Officer: Stewarding Leadership Donors

Imagine that you have made a \$1,000 gift to your alma mater (or some other charity that's important to you) and answer the following questions.

1. What organization would you support?
2. Why did you select this organization?
3. How would you like to be acknowledged for your gift (e.g., email, letter, phone call)?
4. What is one **unique/special** thing that the organization could do that would make you feel especially good and increase the likelihood that you would give again in the future?