



## DONOR VIEWER RESPONSE FORM

Use this form to gain feedback from a potential donors who have  
Seen your presentation. Use this information to improve your pitch.

1. Is our presentation strong or weak?  
\_\_\_\_\_
2. What makes the presentation strong or weak?  
\_\_\_\_\_
3. If weak, how does it have to change to make it stronger?  
\_\_\_\_\_
4. Does the work of my organization make sense to you? If no, then why not? If yes, then why?  
\_\_\_\_\_
5. Do the mission and the results of this mission apply in any way to you or your family and friends?  
\_\_\_\_\_
6. What would be required to make the work of my organization more personally attractive to you?  
\_\_\_\_\_
7. If you have no interest in our mission, what questions do you have that are not answered by this this presentation?  
\_\_\_\_\_
8. \_\_\_\_\_  
Whom else should I be talking to about my organization's work?
9. \_\_\_\_\_  
Why these people?
10. \_\_\_\_\_  
Can you help me secure a meeting with any of these folks? Will you do that?

**Typically, Involvement and commitment are addressed by you and your volunteer leadership after the showing of the case statement video and the suggested follow-on discussion outlined above. The primary value of this protocol is to surface interest. After that, it's up to you and your team to develop a strategy for each donor prospect to fan the flames of that interest and turn it into a raging fire of passion for your work (see more discussions on how to accomplish this in "Show Me The BIG MONEY!). -END**