1. Far too many people see the word ‘fundraising’ and head for the hills. It’s one of the main reasons board recruitment can be a challenge for nonprofits. But you WANT to be a fundraiser. Tell me why. What do you enjoy about fundraising?

2. Tell me about the largest individual ask you yourself have made. Tell me the story. Did you get the gift? Why or why not?

3. In fundraising trainings, you often hear, “Your love of the organization must trump your fear of asking.” What do you LOVE about this organization?

4. I think about fundraising like investigative journalism. You should learn as much as you can before and during a meeting with a prospect so that you can tailor your ask to who they are in the world. What do you find to be the best questions to ask a prospect at a donor lunch?

5. As someone committed to philanthropy, you no doubt donate to causes you care about. Tell me about your experience as a donor. Is there an organization that treats you especially well (and what does that look like)? Have you ever stopped giving to an organization you care about? Why?

6. What are the three ideal characteristics of a five-star Development Director?

7. How would you describe the ideal relationship between the lead fundraiser and the Executive Director?

8. How do you build and sustain a relationship with your board that positions you as something other than a nag?

9. One client of mine said, “We don’t have a development committee on our board – we think it sends a message to the rest of the board that they are off the hook.” What do you think about that? Does a board need a development committee? What should the role of this committee be?

10. The biggest complaint I hear from E.D.’s: “My Development Director is not out asking for money,” or “Why is my lead fundraiser always at her desk?” How do you balance the need for managing the fundraising efforts and the need to be out and meeting and asking?