

# Major Donor Storytelling Worksheet

Donor/Spouse/Partner Name: \_\_\_\_\_

Total Previous Giving: \_\_\_\_\_

## Donor's Values & Preferences

What this donor most cares about that causes them to donate:

## Major Donor Reporting Framework – Story of Triumph

Important Note: the values & preferences from above should become the basis for your offer. For instance, if the donor cares most about “Helping feeding people who are hungry” include that idea (people are hungry) in the “problem” section.

What was life like BEFORE the donor made the gift?

What is the outcome the donor created with their gift?

What was life like AFTER the donor made their gift?

Key Kudos Phrases

## Major Donor Offer Framework – Story Of Need

Important Note: the values & preferences from above should become the basis for your offer. For instance, if the donor cares most about “Helping feeding people who are hungry” include that idea (people are hungry) in the “problem” section.

Problem (what’s happening that needs to be changed):

Solution (how the donor can provide the solution)

Value (impact the donor’s gift will have)

Urgency (deadline, consequences of inaction)

**For help pinpointing the exact amount to ask  
your major donors for visit:**

[www.MajorDonorMagicFormula.com](http://www.MajorDonorMagicFormula.com)