

## **Some Things You've Always Wanted to Know about Professional Fund Raisers But were too Pious to ask**

1. Always choose at least three firms to interview. This will give you a broader understanding of the mission, methodology and personality of the respective firms.
2. Before the interview process, be sure to get references from the firm. Don't be shy about asking the firm to give you the name of an organization or parish where the firm met with failure (did not reach its goal).
3. Ask the firm how long it has been in business, what kind of fund raising constitutes the major part of its work, how many individual parish programs of your type it has conducted, and how many it is conducting in the current year.
4. Ask to interview the field director who will be responsible for your campaign, not just the sales representative. These are two different individuals.
5. Ask whether the firm has had experience in or at least knows the local area. Has the firm conducted any campaigns in the nearby area?
6. Who makes up the firm's support staff and what kind of service can you expect from the firm's support staff? (These are all the people who back up the field representative in charge of your campaign).
7. How long will the campaign last? How long will the field director be on site?  
Will the field director have as his/her assignment your parish as the sole responsibility?
8. Ask about the firm's understanding of the concept of stewardship. Will stewardship be an underlying theme in the campaign. Stewardship and the commitment to its principles is the primary motivation for positive decisions made by people who support a campaign.
9. What kind of service can you expect from the firm? Does it provide a team of individuals to insure your success?
10. Is there an oversight executive available to advise during the course of the campaign? Will the oversight include on-site visits?
11. What kind of follow up can you expect from the firm?
12. Ask about the firm's methodology for fund raising?

13. What is the standard pledge commitment that will be sought?
14. Will the firm have strategies to help you invite every parishioner to be challenged to give at a specific level?
15. Will the firm prepare a concise and informative case statement for you, designed to fully inform every potential donor of the goals and objectives of the campaign?
16. Ask to see samples of manuals, charts, guides, and motivation pieces prepared by the firm in other campaigns.
17. If the methodology is person - to - person visitation, what training will the firm give to assist the volunteers in solicitation?
18. What help, if any, can the firm provide in the way of pledge collection?
19. Will the firm conduct a feasibility study to determine if your goal is realistic?
20. What is the firm's fee arrangement?

*For other questions about Professional Fund Raising Counsel contact David Kelley Director of Development and Stewardship, Archdiocese of Detroit, 12 State Street, Detroit, MI 48226.  
Tel: (313) 596-7400 or e-mail: [development@aod.org](mailto:development@aod.org).*