

**STEP ONE: GET THE CONVERSATION STARTED**

By securing a pledge to the Milwaukee Jewish Federation’s 2016 Annual Campaign, you help provide the dollars that our Jewish agencies depend on. You can also help support our community by getting to know our donors. The more we know, the better we can do at identifying and meeting community needs.

*Help us get the conversation started by choosing one or two of the following questions to ask your donors and use the spaces below to record your notes:*

**How and where do you spend your volunteer time?** (What Jewish community and greater community agencies have you been involved in?)

**What causes are most important to you?**

**In reference to the Jewish community, what is your proudest achievement? What is your biggest obstacle or fear? What are your hot buttons?**

**How are charitable decisions made in your family?** (Who makes them – spouse, couple, individual? How do you determine the cause and the amount?)

**How would you spend \$100,000 to make the world a better place?**

**STEP TWO: CONFIRM DONOR INFORMATION**

**Using the information provided on the Donor Profile sheet, please confirm the accuracy of the following and add additional information in the space below:**

Home address and phone \_\_\_\_\_ Accurate? (Y/N)  
Business address and phone \_\_\_\_\_ Accurate? (Y/N)  
Cell phone \_\_\_\_\_ Accurate? (Y/N)  
Spouse name \_\_\_\_\_ Accurate? (Y/N)

**Corrections/Additions:**

**Please also ask your donor his/her profession and job title and write them in below:**

Donor Profession:

Donor Job Title:

**Why are we asking our donors to share this information with us?** Accurate donor information helps us avoid waste (such as sending materials to the wrong address or by sending multiple pieces to the same address). We also use the information to filter communications so that, for example, we avoid sending information about senior programs to families with young children.

**Concerning privacy:** Donor information is stored in a secure database, to which selected Federation employees have limited access. We do not sell, share or otherwise distribute our donors' personal information. We do, however, permit our ten partner agencies to use our mailing list one time each year. In practice only two or three agencies actually use the list annually. We send the list directly to the mail house so that our partner agencies never take possession of the information.