



## **Finding & Telling Your Best Stories**

*Interview Questions to Help You*

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### **Questions for Program/Service Staff**

1. What brought you to work at charity? How long have you worked here?
2. Why is this cause important to you? Do you have a personal connection?
3. Of all your work here at charity, what are you most proud of?
4. Thinking back on your work in the past year(s), were there any memorable moments? Perhaps a time when you got a little choked up?
5. Can you tell me about a client who made a particularly strong impression on you? Someone you will never forget?
6. What has changed since you first started working here? Is it harder, easier? How has the organization responded to that change?
7. What keeps you going? What helps you get up every morning to do this work?
8. If you could talk to our donors and tell them why their support is important, what would you say?

### **Questions for Beneficiaries of Services or their Family Members**

1. When did you receive services/care from charity? Why?
2. How did you first hear about charity?
3. What exactly did charity do for you?
4. What was the hardest part about what you went through? Your lowest point?
5. Tell me a bit about your family: where you grew up? what do your parents do? Do you have sisters and brothers? Can you tell me how this situation has impacted your family?
6. What are your plans for the future?
7. What do you think was the most important thing charity provided for you?
8. How would your life be different today if you had not been for the help you received from charity?
9. If you were able to sit down with Bill Gates and tell him why he should consider making a donation to charity, what would you say?

### **Questions for Donors**

1. How long have you been involved with charity? How did you first learn about the organization?
2. Do you have a personal connection with this cause/issue?
3. There are so many worthy charities out there, what made you choose this one?
4. In your eyes, what makes charity unique? What are they the best at?
5. Have you had a chance to meet the people who are helped by charity? What was that like? Is there anyone who really touched you?
6. Is there anything in particular that has impressed you about charity?
7. If you could talk with others considering a donation, what would you tell them about why they should choose this charity?

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