



Giving100 Interview Guide

These interviews are being conducted within the context of Giving100, which seeks to change the federal tax code in a way that recognizes and incentivizes small donations by everyday Americans. Therefore, we ask that you start the interview with a standardized introduction like this:

“My name is _____ and last year I supported [charity name] with about \$_____ in gifts. [Charity name] put me in touch with _____, and today I’m talking to [him/her] just to get a better sense of [his/her] story. Thanks for agreeing to do this!”

And then the interview starts. Feel free to freestyle if specific answers lead you in new directions, but the following “Great Questions” have been selected by StoryCorps as reliable conversation starters, based on hundreds of thousands of stories collected over the years. Pick a few questions that seem most relevant or interesting, and then let the story unfold. Ten to 20 minutes would be an ideal length, but every story is different, so please end the interview whenever it feels right to you.

- Who has been the most important person in your life? Can you tell me about him or her?
- What was the happiest moment of your life? The saddest?
- Who has been the biggest influence on your life? What lessons did that person teach you?
- Who has been the kindest to you in your life?
- What are the most important lessons you’ve learned in life?
- What are you proudest of?
- When in life have you felt most alone?
- If you could hold on to one memory from your life forever, what would that be?
- How has your life been different than what you’d imagined?
- How would you like to be remembered?
- Do you have any regrets?
- What does your future hold?
- Do you have any advice for me?

If the story doesn’t naturally go in that direction, feel free to throw in a few questions that are specific to your charity:

- How did you find Charity X? What circumstances brought you there?
- What was the biggest surprise that you found there?
- How has your life changed since then?
- If I’m thinking about giving \$500 to Charity X, what would you tell me?