1. What problems exist now that didn’t a few years ago?         What problems have escalated?  Changed?
2. Is there a greater number of people in need?  Has the demographic altered?
3. Has the nature of peoples individual problems changed?
4. Are people more reliant on the services you provide/research you conduct, if so why?  Have external sources of assistance stopped or been reduced?
5. Why is it the role of charities to fund medical research?
6. Is commercial funding available? What are the advantages and disadvantages of research funded by companies?
7. Are some projects underfunded?   Are some in desperate need of funds?
8. Are some potential projects in danger due to lack of funds?
9. Do you need to expand any services/projects/investigations, if so why and how?
10. Do you have any targets?  Or a goal (e.g. by the end of the year, this time next year) that you are working towards?
11. If you were given a substantial amount of money, e.g. and unrestricted grant, what would be the priority in terms of spending?
12. What was the nature and content of the last appeal/ask (other than Lifeline) used with supporter base?
13. What themes or angles have historically worked well when asking this profile of supporters for funds?
14. What (if any) themes or angles in fundraising strategies have failed recently and why?
15. What preconceptions do supporters/public have about your work and/or beneficiaries?
16. What (if any) competition from similar charitable organisations do you face when it comes to generating funds, and why do you believe donors choose to support you as opposed to another in the same field?