

WE WOULD LIKE YOUR HELP

Here at _____, we are dedicated to providing the finest service possible. We are proud of our distinguished past, but we look to the future for our greatest achievements.

We have high aspirations. We simply want to be the best.

You are a friend and a supporter. Because of you, we have been able to achieve great things. This has been one of the busiest years in our history. We could not have done this without you.

That is why I am coming to you now with this special request. I need to know how you feel about us—the bad and, as they say, the ugly.

As a friend and supporter, I want you to be candid with us. We will listen.

The result will mean even greater programs to those we serve. More important, a better understanding of why you are such a valuable friend and what we can do to make the relationship even better.

Thank you for your help.

(CEO, President, Executive Director)

Preferred method of contact: () mail () phone () e-mail

Why do you give to _____? (check as many as apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> Belief in your mission | <input type="checkbox"/> The strength of the board | <input type="checkbox"/> Material I receive |
| <input type="checkbox"/> The service you provide | <input type="checkbox"/> The way you keep me informed | <input type="checkbox"/> Phone calls I receive |
| <input type="checkbox"/> The staff | <input type="checkbox"/> The manner in which you touch lives | <input type="checkbox"/> Careful way you use my money |
| <input type="checkbox"/> I am/have been involved in the program | <input type="checkbox"/> Tax consideration | |

Other _____

How do you like to be contacted for a gift? [repeated, see above]

- e-mail phone a member of the board
 letter in person staff member

If you were asked to give a larger gift for a program that is compelling, important, and urgent, would you?

- likely not make a larger gift
 would consider it
 urgent and important— probably yes

We remind and ask you for a gift . . .

- too often
 about right
 not often enough

How do you make a decision about the amount you will give?

- usually what I've given in the past
 depending on how much I have to give away
 I might give more if asked

We send out newsletters, an Annual Report, and various pieces. Do you . . .

- pretty much read entirely
 skim
 mostly don't read

Do you visit our website?

- regularly
 seldom
 not at all

How satisfied are you as a _____ donor?

As a donor, please indicate the extent to which you agree with the following statements.	Scale of Importance				
	Not at all	Not very	No Opinion	Somewhat	Extremely
_____ uses my/our gift in the manner in which it is intended.	1	2	3	4	5
_____ keeps me/us informed about how the money is being used.	1	2	3	4	5
_____ always responds promptly to my/our requests for information.	1	2	3	4	5
_____ cares about the needs of its donors.	1	2	3	4	5
_____ doesn't ask me/us for funds too often.	1	2	3	4	5
_____ asks for appropriate amounts when soliciting me/us.	1	2	3	4	5
_____ appropriately recognizes my/our charitable contributions.	1	2	3	4	5
I am satisfied with the information I receive from _____ about the impact of my/our gift.	1	2	3	4	5
I am satisfied with the amount of communication I receive from _____ and the contact I have had with beneficiaries of my/our gift.	1	2	3	4	5
In comparison to other charities I support, _____ provides the best stewardship of my/our gift.	1	2	3	4	5
My past experience as a donor has had a positive effect on my/our future philanthropic plans for _____.	1	2	3	4	5
I believe my/our donation to _____ makes a difference.	1	2	3	4	5
_____ has the level of impact I feel is significant.	1	2	3	4	5
I believe _____ is respected for its work.	1	2	3	4	5

How can we improve your experience with us?

- Less time between gift and acknowledgement
- Don't know how the gift was used
- More information about your service
- Other _____
- Not thanked appropriately by President/Executive Director
- Gift was not used as intended
- Fewer mailings
- Fewer requests for gifts

Why do you give to _____? Please check all that apply.

- _____ communicates an urgent need
- _____ is very effective in carrying out its mission
- I/We believe in the _____ mission and the results it achieves
- A friend or colleague asked me/us to give
- I/We attended a _____ activity and was impressed
- _____ has a great reputation
- I/We was pressured into giving
- I've had a personal benefit

How important to you are your gifts to _____ compared to your other giving?

- More important
- Not as important
- Of equal importance

YES NO

- Have you included _____ in your will? YES NO
- Are you interested in attending events? YES NO
- Are you interested in volunteering your time? YES NO
- Are you interested in regular electronic monthly giving? YES NO

Your age:

Under 25

56-70

25-35

Over 70

36-55

What is your gender?

Male

Female

Marital status:

Married

Widow

Divorced

In what range is your total annual household income?

Under \$50,000

\$100,000 — \$150,000

\$50,000 — \$74,000

Above \$150,000

\$75,000 — \$100,000

Thank you for sharing your opinions. Your feedback is very important to us.