

## Donor Survey for YOUR ORGANIZATION

YOUR ORGANIZATION is dedicated to YOUR MISSION AND VISION

All of this is possible because of your outstanding generosity in providing donations. It is our pleasure and honor to reciprocate your commitment by sharing information with you during the year about recent updates and events at YOUR ORGANIZATION so you are able to stay informed.

Below is our Donor Survey, which is designed to help inform us of your satisfaction with our efforts, determine why you give, how you feel about the way past gifts were received and used and your intentions for future giving as well as to provide a venue to express any questions or concerns, so that we are able to better meet your needs. Please answer the questions below, but, feel free to follow up with additional questions of your own.

*Thank you again for helping YOUR ORGANIZATION to achieve our mission*

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Preferred method of contact ( ) Phone ( ) E-mail

What motivates you to give to the organization?

Who was most influential in your decision to give to the organization?

How satisfied are you as a donor to the organization?

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	Some-what	Extremely
ORG used my/our gift in the manner in which it was intended and has the kind of impact that I originally intended.	1	2	3	4	5
ORG keeps me/us informed about how my money is being used.	1	2	3	4	5
ORG always responds promptly to my/our requests for information.	1	2	3	4	5
ORG cares about the needs of its donors.	1	2	3	4	5
ORG doesn't ask me/us for funds too often.	1	2	3	4	5
ORG asks for appropriate amounts when soliciting me/us.	1	2	3	4	5
ORG appropriately recognizes my/our charitable contributions.	1	2	3	4	5
I am satisfied with the information I receive from ORG about the impact of my/our gift.	1	2	3	4	5
I am satisfied with the amount of communication I receive from ORG and the contact I have had with beneficiaries of my/our gift.	1	2	3	4	5
In comparison to other charities I support, ORG 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 ORG.	1	2	3	4	5
I believe my/our donation to ORG makes a difference.	1	2	3	4	5
I believe ORG will use my/our donation as it was intended.	1	2	3	4	5
I believe ORG is respected in the community for its work.	1	2	3	4	5

If your experience left a positive impression, what was the reason? *(please circle all that apply)*

Prompt acknowledgement

Appreciation expressed by  
President/Executive Director

Contact with beneficiaries of the gift

Reports on how the gift was spent

Other:

Comments:

If your experience left a negative impression, what was the reason? *(please circle all that apply)*

Too much time between gift and acknowledgement

Was not thanked appropriately by President/Executive Director

Not enough contact from beneficiaries of the gift  
Other:

Gift was not used as intended

Comments:

Why did/do you give to the organization? Please circle all that apply.

ORG communicates an urgent need

I/we attended a ORG activity and was impressed

ORG is very effective in carrying out its mission

ORG has a great reputation

I/we believe in ORG mission and the results its achieves

I/we was pressured into giving

A friend or colleague asked me/us to give

Other:

If you are a regular contributor to charitable organizations, how important to you are your gifts to the organization compared to your other giving? (*Circle your answer*)

More important

Of equal importance

Not as important

### Deeping your relationship with the organization

Have you included ORG in your will? Yes

No

Would like more information

Are you interested in attending events? Yes

No

Would like more information

Are you interested in volunteering your time? Yes

No

Would like more information

Are you interested in regular monthly giving as a ORG sustaining donor? Yes

No

Would like more information

**Tell us more what you think about UMEC**

What do you think are the strengths of the organization?

What do you think the organization could be doing better?

Other comments, thoughts, concerns, ideas, suggestions for the organization about future fundraising?

Who else should know about the organization?

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As a donor, what types of information would you like to receive from the organization? *(Please circle)*

Organization updates on facilities

New facility offerings

Update on financial conditions

Volunteer opportunities

Information on other donors

Fundraising events

Opportunities to participate in focus groups

**Demographic questions** (*optional*)

What is your date of birth?

Where do you live?

What is your ethnic background?

American Indian  
Hispanic/Latino  
Asian American  
Other:

African American  
Caucasian/White  
Two or more races

What is your age?

12 – 17  
25 – 49  
80+

18 - 24  
50 – 79

What is your gender?

Male          Female

In what range is your total annual household income?

Under \$25,000  
\$50,000 to \$74,999  
\$100,000 or more

\$25,000 to \$49,999  
\$75,000 to \$99,999

Thank you for sharing your opinions. Your feedback is very important to us.  
*Please return in the enclosed envelope!*