



# READY, SET, ASK: DONOR SURVEY LOOKBOOK

# DONOR SURVEY QUESTIONS

Donor surveys are an important tool for gathering information about your community. Asking the right questions can help you build donor profiles, understand the donor journey, and ultimately, guide the way your organization communicates with its supporters.

But with an endless supply of questions to ask, how do you know what to include in your survey? The most important thing to remember before creating and sending your survey is to first **establish your 'why.'**

Data is more precious than oil, and for many donors, supporting you financially can be an easier ask than providing you with intimate details of their personal lives. The gift of data shouldn't be taken lightly, and we encourage you to figure out exactly what information you need, how you're going to ask for it, and reflect on how you're planning to use it and where you're going to store it before you contact your supporters.



**It's better to collect less data that you are actually going to use than to collect all kinds of information that isn't going to be useful.**

We've put together this lookbook of pre-built survey templates that you can use to jumpstart your information-gathering journey. Or, if you want to build your own, you can browse our list of commonly asked questions.



**Note:** This lookbook provides a visual representation only. You can access the editable templates, including questions, answers and formatting suggestions here.

**GET THE TEMPLATES**



# PRE-MADE SURVEY 1 DEMOGRAPHIC QUESTIONS

PLEASE TAKE A FEW MOMENTS SO WE CAN GET TO KNOW EACH OTHER BETTER.

Demographic information is the most basic data you can ask for, but it's also very important since it helps you create all kinds of different segments in your contact lists. While some of these questions may seem impertinent, you'll be surprised at how many people are willing to answer them, while those who don't want to answer will just skip over them. Use this template to build effective donor personas.



[ACCESS THIS SURVEY TEMPLATE](#)



More people will be willing to answer these questions if you tell them why you're asking.



Where is your location?



What is your age group?



What is your gender?



Which race or ethnicity do you most closely identify with?



What is your highest level of education?



What is your current employment status?



What is your political allegiance?



What is your current marital status?



How many children do you have?



What is your household income?



Do you own or rent your home?



What news sites do you visit the most?



Which social media networks do you use?  
(Choose all that apply)

- Facebook
- LinkedIn
- Twitter
- Instagram
- Other (Please specify)



When do you want to learn something, where do you seek information?



Have you ever volunteered before?

- Yes     No





What motivates or would motivate you to volunteer?



What motivates you to donate?



How do you feel about donating to our organization?



Have your expectations regarding your donation to our organization been met?

Yes  No



How can we improve our organization's communications around your donation?





# PRE-MADE SURVEY 2 DONOR ENGAGEMENT

ARE WE MEETING YOUR EXPECTATIONS?  
PLEASE LET US KNOW.

It's important to know how your donors perceive your organization. Use this template to better understand how they came to support you, what interests they may have within your organization, as well as whether they're satisfied with your progress.



[ACCESS THIS SURVEY TEMPLATE](#)



How did you hear about our organization?



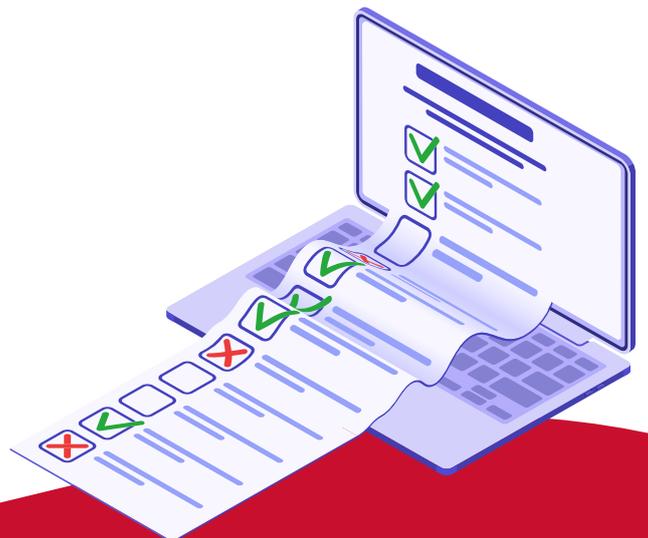
Which aspect of our organization's work is most important to you?



In what ways do you interact with our organization?

(Choose all that apply)

- Supporter
- One-time Donor
- Recurring Donor
- Volunteer
- Frequent Event Attendee
- Occasional Event Attendee
- Other (Please specify)





If you are not a volunteer, would you be interested in volunteering with our organization?

Yes  No



Please rate your level of satisfaction with your experience



What is your favourite or least favourite part about volunteering with us?



How likely are you to recommend our organization to your personal network?



Do you follow us on social media? If so, which channels?

- Facebook
- LinkedIn
- Twitter
- Instagram
- Other (Please specify)





What types of content would you like to see from us?

- Video
- In-depth Article
- Shorter Blog
- Contest
- Polls
- Surveys
- Testimonials
- Other (Please specify)



What is your preferred method of communication?



How often do you like to be contacted?



What can we do to improve your experience as a donor?



Can we contact you for further research questions?

- Yes       No





# PRE-MADE SURVEY 3 VOLUNTEER FEEDBACK SURVEY

THANK YOU FOR VOLUNTEERING! PLEASE  
SHARE YOUR FEEDBACK.

A volunteer's experience is just as important as a donor's. When they've given precious time to your organization and spent time on the ground (or in the cloud) at an event, they're likely to have valuable insights into what worked and what didn't. Use this template for more information on how to attract and retain volunteers.



**ACCESS THIS SURVEY TEMPLATE**



How did you hear about this opportunity?



How frequently do you volunteer?



What made you decide to volunteer with us?



How would you rate your overall experience?

Negative  
Experience

Positive  
Experience



Please rate the training you received.



How valued did you feel as a member of our organization?



Did you receive recognition or non-financial benefits when you volunteered with us? If so, what did you receive?



Do you believe the program, event, or initiative was successful?

Yes  No



What were the highlights?



What were areas of improvement?



Do you anticipate volunteering with us again in the future?

Yes  No



Is there anything else you'd like us to know?





# BUILD YOUR OWN SURVEY

You won't need to include every question in your survey, just choose the ones that will help you achieve the goals you've set.

Of course, feel free to add your own custom questions if you have specific data you would like to understand based on your organization's unique needs.



**Be sure to include some multiple choice and some open-ended questions.**

## Questions About Beliefs and Values

These questions help you to hone in on why your supporters have given their time and money to your organization so that your nonprofit can move in a direction that encourages long-term success with your ideal donors. These are best asked as open-ended questions.

- ❓ Why do you donate to our organization?
- ❓ Which aspect of our work is most important to you?
- ❓ Are there any programs that you would like to see our organization provide?
- ❓ Do you support other nonprofit organizations? If so, which ones?
- ❓ What causes are most important to you?

## Questions About Engagement

It is extremely valuable to understand how your supporters relate to the work you do, the communications you send, and the relationships you are building with them. These questions help you get an idea of your supporters' level of engagement and what you can do to improve it.

- ❓ How likely are you to recommend our organization to your personal network?
- ❓ Would you be interested in volunteering with our organization?
- ❓ Do you read our monthly newsletter?
- ❓ What would you like to see in our monthly newsletter?
- ❓ Which social networks do you use?
- ❓ Do you follow us on social media? If so, which channels?
- ❓ What types of content (video, in-depth article, shorter blog, contest, polls, survey, testimonials, Other) would you like to see from us?

## Questions About Impact

While related to engagement, these questions specifically target how your audience feels about the impact of their donations and your organization. Be sure to give plenty of space for long answers because people really care about the impact of their donations.

- ❓ Do you feel that your donation makes a difference?
- ❓ Do you feel that you understand how your donation is being spent?
- ❓ Would a matching program encourage you to donate again?

## Logistical Questions

These questions help you understand how to build a relationship with your supporters based on their preferences. Use their answers to adjust your donor journeys accordingly so that you are reaching out at the optimal time, using the right channels, and offering the right options.

- ❓ What is your preferred donation method when you give?
- ❓ How do you prefer to receive information from us?
- ❓ On a scale of 1 to 5, how would you rate your experience giving to our organization?
- ❓ How did you hear about our organization?
- ❓ Would you consider donating again in the future?
- ❓ Are you interested in becoming a recurring donor?
- ❓ How often do you prefer to receive information from us?  
(More often, less often, the same.)

## Concluding Questions

It's best to wrap up your survey, even a very short one, with an open-ended question that gives your recipients permission to write as much or as little as they want. While the answers will take time to read and analyze, you may find they reveal as much or more to you than any of the standard questions listed above.

- ❓ Is there anything else you'd like us to know?
  - ❓ What can we do to improve?
  - ❓ Do you have any questions about our organization?
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