



When it comes to making your donors happy, the best way find out how to delight them is to ask them! This resource sheet will give you a few ideas for creating your own donor surveys to find out how you can make your donors' experience even better. Try to survey your donors once per year and use that information to inform your stewardship and communications plans.

Tools for Donor Surveys

- Online survey forms: Survey Monkey, Wufoo and Google Forms. Send out an email or two to tell your community encouraging them to take the survey.
- Try adding in a few survey questions to your next thank you phone call
- Send a survey in the mail along with the donor's acknowledgement letter or tax receipt.

Sample Donor Survey Questions

- Over the years that you have generously helped us (state intended purpose of gifts of time and money); how did those gifts and involvements come about?
- Of the programs and services your gifts help support, what are the most important to you? Which are expressed in the most compelling way?
- To what degree do you feel your gifts of (time and money) to us have made a difference (to the people you serve) (to the community you serve) (in achieving our mission)?
- How have we demonstrated that difference to you?
- To what extent have you found our reports and other stewardship materials: (very, somewhat, not very)

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Helpful
Accurate
Illuminating
Responsible
Meaningful

- What method of communication do you prefer for keeping in touch with us?
- Is there anything that we could do that would increase your level of satisfaction as a donor to our organization?