**Questionnaire: Evaluate Your Donor Relations[[1]](#endnote-1)**

1. How long after receiving a contribution is your thank you letter usually mailed?

\_\_\_\_\_ 24 hours (3) \_\_\_\_\_ 48 hours (2) \_\_\_\_\_ 72 hours (1) \_\_\_\_\_ 1 week (0)

1. How often are handwritten notes added to the letters?

\_\_\_\_\_ always (2) \_\_\_\_\_ sometimes (1) \_\_\_\_\_ seldom / never (0)

1. Have you written a personal thank you card to a donor in the past week?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Have you called a donor in the past week to say thank you?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Has your CEO/Executive Director called a donor in the past week to say thank you?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Has a member of your board called a donor in the past week to say thank you?

\_\_\_\_\_ board chair (2) \_\_\_\_\_ other board member (1) \_\_\_\_\_ no (0)

1. Do you provide donors with photos or videos of beneficiaries thanking them for their support?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you have a thank you letter specifically for first-time donors?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you have a thank you letter specifically for those who have returned as a donor after not giving for a while?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you have a thank you letter for donors who have given more than once in the same year?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. How often do you usually revise your thank you letters?

\_\_\_\_\_ monthly or more frequently (3) \_\_\_\_\_ annually (1)

\_\_\_\_\_ quarterly (2) \_\_\_\_\_ less frequently than annually (0)

1. Do you send a welcome package of some kind to new donors?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. When you receive a matching gift from a company or other entity, do you let the donor know the match has been received?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you send anniversary cards to mark the date of a donor’s first gift?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you meet with donors without asking for a gift?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you offer opportunities for donors to participate in “insider briefings” by phone or webinar?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you ask your donors why they give to your nonprofit and what areas of your work they care about most?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you tell your donors during the gift acknowledgement process that they will get an update or report on the impact of their gift?

\_\_\_\_\_ yes & we say when it’ll arrive (2) \_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you send progress reports to donors that clearly state how their support made a difference?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

1. Do you survey supporters about their satisfaction with your organization and their experience as a donor?

\_\_\_\_\_ yes (1) \_\_\_\_\_ no (0)

**Tally the total number of points you got from each answer.**

**total score \_\_\_\_\_\_\_\_**

GRADE:

❑ excellent (25-29) ❑ fair (12-15)

❑ very good (20- 24) ❑ needs improvement (7-11)

❑ good (16-19) ❑ needs much improvement (0-6)

1. Inspired by a survey from Janet Hedricks, *Evaluating Donor Relations* (2009).

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