

# QUESTIONNAIRE: EVALUATE YOUR DONOR RELATIONS<sup>i</sup>

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)

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

\_\_\_\_\_ ALWAYS (2)    \_\_\_\_\_ SOMETIMES (1)    \_\_\_\_\_ SELDOM / NEVER (0)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

6. 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)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

9. 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)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

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

\_\_\_\_\_ MONTHLY OR MORE FREQUENTLY (3)    \_\_\_\_\_ ANNUALLY (1)  
\_\_\_\_\_ QUARTERLY (2)    \_\_\_\_\_ LESS FREQUENTLY THAN ANNUALLY (0)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

13. 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)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

16. Do you offer opportunities for donors to participate in "insider briefings" by phone or webinar?

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

17. 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)

18. 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)

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

\_\_\_\_\_ YES (1)    \_\_\_\_\_ NO (0)

20. 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:

- |                                    |          |   |         |
|------------------------------------|----------|---|---------|
| <input type="checkbox"/> EXCELLENT | (25-29)  | <input type="checkbox"/> FAIR                   | (12-15) |
| <input type="checkbox"/> VERY GOOD | (20- 24) | <input type="checkbox"/> NEEDS IMPROVEMENT      | (7-11)  |
| <input type="checkbox"/> GOOD      | (16-19)  | <input type="checkbox"/> NEEDS MUCH IMPROVEMENT | (0-6)   |

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<sup>i</sup> Inspired by a survey from Janet Hedricks, *Evaluating Donor Relations* (2009).

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