100 DONOR SURVEY QUESTIONS
Introduction

If you want to communicate more effectively with your donors, build lasting relationships, and send hyper-targeted messages and appeals that drive donations, surveys can be one of your strongest tools. That’s because they allow you to get right to the point and gather precise data about your donors that can strengthen your outreach strategy.

While surveys may seem simple, they actually require intentionality and forethought. You only get a brief moment of someone’s time, so your questions have to be strategic in order to serve your goals.

To help you gather the right information from your donors, we created this quick guide with brief points about creating your next survey. Then, we provide you a list of 100 questions and pro tips to jumpstart your survey-engine.

Let’s get rolling!
Before you start creating your survey or brainstorming questions, you have to set goals and establish direction. To get started, consider a few guiding questions like:

- What are you hoping to get out of this survey?
- Which of your donors do you plan to send this to?
- What will you do with the data from this survey?
- Can I get any of this information by pulling a simple data report instead?

Essentially, you have to know where you want to end up before you ever begin. For example, the survey questions you write and distribute to brand new donors will be vastly different from the ones you send to your pool of long-time monthly recurring givers. Intent is everything.

It’s also important to remember not to make the survey about you. Stay away from saying things like “we need your feedback” or “we want you to respond.” Your survey needs to be focused on your audience: this is about them, and they’re taking the time to complete it for you. Always prioritize a pleasant user experience, just as you would on any fundraising campaign page or checkout flow.
Format

Your surveys have to be relatively short. The longer they are, the more likely it is people won’t complete it. Then, you’re left with a frustrating amount of unanswered questions. We recommend asking only two to five questions in your survey.

Having a short survey underscores the importance of explicitly defining your intent. Don’t waste any words or questions trying to get information that won’t serve your goals.

You should also consider doing a mixture of multiple choice and open-ended questions. Perhaps your structure is four multiple choice, with a fifth optional open-ended question that asks for someone’s opinion on their survey experience.

Last, when it comes to building and sending a survey, there are free tools you can use like Typeform, Google Forms, and Survey Monkey.
The questions in your survey will differ depending on your nonprofit's specific goals and intent. To that end, we organized our question examples into six different buckets:

- General and Welcome
- Program Specific
- Supporter Interaction
- Branding and Messaging
- Donor Preferences and Marketing Engagement
- Donor Opinions

Use these questions as a jumping off point for inspiration, and feel free to adapt and tweak them to your voice, purpose, and goals as you see fit.

**General and Welcome**

These questions work best when welcoming new donors to your nonprofit. They're also useful if you're just starting data collection from scratch and need to learn basic information about your donor base.

1. What's your most up to date email address?
2. What's your most up to date mailing address?
3. How old are you?
4. Where are you from?
5. What words best describe you?

6. How did you hear about our nonprofit?

7. Was there anything specific that drew your attention to us?

8. Why did you make your first gift?

9. How was your donation experience?

10. Do you plan to donate to us again in the future?

11. Where do you spend most of your time online?

12. How much time do you spend reading online?

13. What kinds of content do you enjoy consuming?

14. What social media networks do you spend the most time on?

15. In the past year, how many times have you visited our website?

16. Aside from our cause, what causes are most important to you?

17. How many other nonprofits do you support?

18. How many of your family or friends support nonprofits?

19. Does your office engage in any corporate giving?

20. What do you enjoy most about giving to charity?
Program Specific

Questions of this nature will deliver valuable information about which of your programs, events, or fundraising campaigns resonate strongest with your supporters. This information can be used to hyper-target your future appeals. For example, if someone says they’re only interested in your literacy program, you can segment them into an email list that only gets information about your literacy program.

21. Which of our programs is most appealing to you?

22. If you had to only support one of our programs, which would it be?

23. Would you be willing to donate to more than one of our programs?

24. What new programs, if any, would you recommend we create?

25. Are there any programs you would like to see get more time in the spotlight?

26. How often do you like to receive campaign updates?

27. What did you like best about our event?

28. What did you like best about our campaign?

29. Would a matching gift period encourage you to donate more money to a campaign?

30. What would encourage you to donate to the same campaign more than once?

31. Do you see value in becoming a member of our recurring giving program?

32. Do you plan to create a peer-to-peer fundraising campaign this year?

33. Should we host more fundraising campaigns?

34. Should we host more fundraising events?
Supporter Interaction

These questions can help shed light on the different ways in which supporters work and interact with your nonprofit. Maybe they're volunteers, peer-to-peer fundraisers, one-time donors, recurring givers, or a mixture of all. If they're already involved in one facet of your organization, they've already bought into your mission and have a personal stake in what you do. This can surface opportunities for future engagement.

35. How would you best describe your relationship with our nonprofit?

36. How do you like to interact with our organization?

37. What do you like about interacting with our nonprofit?

38. What do you dislike about interacting with our nonprofit?

39. Are you interested in volunteering with our nonprofit?

40. Are you interested in becoming a peer-to-peer fundraiser?

41. Are you interested in becoming a peer-to-peer team captain?

42. Are you interested in becoming a recurring giver?

43. Are you interested in hosting a birthday campaign?

44. Do you let your friends know when you donate to a campaign?

45. Do you ever encourage your friends to donate to a campaign?

46. Do your friends ever contribute to your personal fundraising pages?

47. How often do you attend our events?
48. How often do you share our social posts with your network?

49. How often do you check our website for updates?

50. How many times have you exceeded your personal fundraising goal?

51. How many times have you come in under your fundraising goal?

Marketing Engagement

Just as you would want to know how someone interacts with your nonprofit, it’s also helpful to know how they prefer to engage with your nonprofit’s marketing materials. These questions can show the overall purpose behind someone’s intention to give and also shed light on how effective your marketing channels are at engaging them.

52. On a scale of one to ten, how likely are you to recommend donating to our nonprofit to someone else?

53. What types of advertisements resonate the most with you?

54. Do you prefer to be contacted by phone, text, email, or other?

55. What updates are you most excited to hear about from us?

56. How many of our blog updates do you read?

57. Do you prefer long-form or short-form content?

58. How do you engage with our social media?

59. Would you allow us to publicly promote your impact on our social media?
60. Would you allow us to publicly promote your impact on our main website?

61. Would you allow us to publicly promote your impact on a future fundraising campaign?

62. Will you provide us with a quote or testimonial?

63. Do we send too few, just enough, or too many emails? ●

64. Which of the following email subject lines would get you to open the email? ●

65. Which of the following calls to action do you like best? ●

66. What do you like best about our email newsletter?

67. What do you dislike about our email newsletter?

**Branding and Messaging**

Branding is crucial for nonprofits to build trust with the public and name recognition across the social sector. Not to mention, consistent branding across your campaigns, marketing materials, and website ensures people know they're interacting with your nonprofit “in the wild.” Asking brand-specific questions can show you how the public perceives your nonprofit, your mission, your work, and your impact.

68. What are some of your favorite brands?

69. Please choose 3 traits from the list that best describe our branding ●

70. How do you perceive our brand?

71. Has our branding ever confused you?
72. What inconsistencies, if any, have you seen in our branding?

73. What inconsistencies, if any, have you seen in our messaging?

74. Do you trust our brand?

75. Do you see us as more formal or informal? ○

76. Do you see us as more playful or serious? ○

77. Do you see us as older or younger? ○

78. What excites you most about our brand?

79. What elements of our brand caught your eye?

80. How important is it that we're active on social media?

81. How important is it that we offer ways to donate online?

82. Is our mission statement easy to find on our site?

83. Have you ever had trouble reading copy on our website?

User Opinions

When you give your supporters an opportunity to voice their opinion, it can go a long way toward building trust with them and strengthening your relationship. However, if you're going to ask their opinion on things ensure that it's from a place of genuine curiosity about how they feel and not simply just to ask. This can help give someone a strong sense of ownership with your cause and encourage them to double down on their commitment to your nonprofit.

84. Do you feel as though your gifts have made an impact?
85. Do you feel that we showcase our donors’ impact well?
86. What do you like most about our mission?
87. What type of updates would you like to see from us in the future?
88. What would encourage you to sign up as a monthly giver?
89. What would encourage you to sign up as a peer-to-peer fundraiser?
90. What would encourage you to volunteer for our nonprofit?
91. Are you happy with the way we send appeals to you?
92. How well do we tell stories? Anything you’d recommend changing?
93. Are our stories uplifting or sad?
94. Do we make too few, just enough, or too many videos?
95. If you could rewrite our mission statement, what would you say?
96. Do you feel like we’re transparent in how we allocate funding?
97. Is there anything you want more of or less of?
98. Do you feel empowered to ask us questions?
99. Do you feel that we listen to you?
100. Are we relatable?
We met with Audrey Phillips, Classy customer success manager, and Rachele Aidala, customer education manager, to provide you a list of pro tips. Keep these top of mind as you work through your next survey.

The Tips

**Be true to your brand.** If you’re light and fun, consider including GIFs or photos to liven it up. If you’re serious, adhere to that feeling.

**Don’t be afraid to conduct multiple surveys: they should never be one and done.** Let each consecutive year build off the previous year. If someone becomes a donor in August, send a basic introductory survey. Then, the next year in August, send them another survey that dives more deeply into the areas of interest they identified in the previous year. Continue to do that and deepen your relationships over time.

**Quizzes can be a playful way to gamify the survey taking process for your respondents.** At the same time, you can get just as much useful information from your audience given the right questions.
Always be asking questions. You don’t need to send a formal survey every time you want to ask something.

Treat your surveys like a partnership with your donors, not a transactional affair. Invite them to voice their feedback instead of demanding answers from them.

If you’re going to take the time to ask specific questions, follow through with the feedback you get back. For example, if you ask how people prefer to be contacted, and they say email, but you text them, you may lose their trust.

Get creative with the final page of your survey. You can thank people for participating, and then even take a minute to promote any upcoming events or campaigns.

After you survey your donors, share the results with your community. This is, of course, assuming the results aren’t confidential or personal.
Conclusion

Surveys are a great way to build a repository of donor data while also strengthening relationships with your community. When done successfully, your survey can open the doors to new insights that help you drive donors to fundraising campaigns, send targeted appeals that resonate, and build lifelong relationships with the people who care about your nonprofit most.

Map out what you want to get out of your survey and then create surgically precise questions that elicit that desired information. So, as you work, remember to make the most out of the limited time and space you have to capture someone’s attention and answers. Keep this guide handy, and you’ll have the information you need in no time.
Surveys Are One Small Part of a Strong Stewardship Strategy.

Use these 13 free email templates to keep donors coming back year over year.

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