

DONOR ENGAGEMENT ASSESSMENT

Which of the following engagement tools does your fundraising program currently use?

1. Do your donors get thanked?

Yes _____ No _____

Is this a program you would like to add or change?

Add _____ Discontinue _____ Continue _____ Change _____

If you would like to change it, how?

2. Do your donors get praise and acknowledgement?

3. Are your donors made to feel important either by being a leader or by feeling needed?

Yes _____; No _____; If Yes, how? _____

4. Do you give your donors visibility and recognition?

Yes _____; No _____; If Yes, how? _____

5. Do your donors feel that they are making a critical difference?

Yes _____; No _____; If Yes, how? _____

6. Do your donors have a sense of competition between themselves?

Yes ____; No ____; If Yes, how? _____

7. Do your donors feel like they are part of a team?

Yes ____; No ____; If Yes, how? _____

8. Do you do anything to make your donors feel like they are special insiders?

Yes ____; No ____; If Yes, how? _____

9. Do you give your donors a way to develop additional professional contacts?

Yes ____; No ____; If Yes, how? _____

10. Do your donors get any social benefits?

Yes ____; No ____; If Yes, how? _____

11. Do you have a regular communications tool just for your donors?

Yes ____; No ____; If Yes, what? _____

12. Do you have an organized calendar of varied types of communication for donors?

Yes ____; No ____; If Yes, what? _____

13. Do your donors have fun?

Yes ____; No ____; If Yes, how? _____
