

**Questionnaire for feedback**

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| **People involved in a fundraising action** | **Participants of a fundraising action** |
| 1. Did our organization raise enough money to reach its fundraising goals? | 1. Why did you choose us? |
| 1. If we succeeded to reach our goals, how we achieved it? | 1. How did you learn about our fundraising campaign? |
| 1. What was least effective? Why? | 1. Did you face any issues during the process? |
| 1. What tactics (email, social outreach, direct mail, advertising, etc.) worked the best in terms of achieving our objectives? | 1. Are you satisfied from the overall process? |
| 1. Did our organization use social media (e.g., Facebook, Twitter, etc.) to raise money for this fundraising action? | 1. How likely are you to donate to our next campaigns? |
| 1. Compared to other fundraising strategies, has our organization found it more difficult to find donors, less difficult to find them, or about as difficult to find them? | 1. What improvements would you suggest us? |