



## Resource 3 Getting to know your audience: Questionnaire

Use the following questions to design your own questionnaire to learn more about your target audience. You may want to add or leave out questions according to the needs of your organisation or project.

Below the questionnaire we have included a sample email asking your newsletter subscribers to complete the survey.

### 1. What are your hobbies/interests?

### 2. What is your highest level of education? What did you study? Are you currently studying?

### 3. What kind of organisations/projects do you support? Are you interested in a specific topic e.g. education, human rights, access to water etc.

### 4. Do you donate to any organisation regularly? What amount on average per year do you donate?

### 5. What aspect/past project of our organisation interests you most?



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6. What do you hope to achieve by supporting our work?

7. If you were to tell a friend about us, what three words would you use to describe our organisation?

8. What is the best way to reach you? E-Mail, social media, radio, newspaper, television, flyer etc.

The questions above could be incorporated in a web-survey, sent in an email or communicated through any other means that you consider appropriate.



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The following email could be a way for you to reach out to your newsletter subscribers to learn more about them. This draft email is meant only as a guide. It is essential that you customise it to your needs.

Dear (name),

**We want to take a moment to say thank you for your incredible support. Thanks to you, we are continuing to grow our programs in ...(location)... , caring for ...(your beneficiaries)... and building stronger ...(Your mission eg. Communities, farms, livelihoods etc.).**

**Here at ...(your organisation)... we seek to create a community of supporters where everyone has a voice in creating a better future for ...(your beneficiaries). That means getting to know you better.**

**We want to learn how we can best serve your needs as a supporter so that we can continue to serve the local community in ...(location).**

**We have created a quick survey to help us better understand our supporters and why our work is important to you. All of this information will be used solely by our team, to help us improve our local programs. Your information will be kept 100% private and confidential.**

Insert your survey, or link to survey, here. (if link, include sentence telling the user to follow the link)

**Thank you for taking the time to complete our short survey. We are incredibly thankful to have your support as we continue to ...(your mission)... in ...(location).**

Kind regards,

The ...(your organisation)...team

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