

COMMUNITY ENGAGEMENT AND OUTREACH DOWNLOADABLE WORKSHEET

A lot of your community engagement is going to be specific to your nonprofit or involve getting to know people on a personal level, so in this worksheet I'll only cover engagement through surveys.

I'm going to help you write some survey questions that you can use in a variety of formats. Consider printing out some surveys and sending out volunteers to collect responses from people in-person, posting surveys on social media, or emailing out a Google form to your email list.

Below, I have some generic questions that any nonprofit can use to gauge community opinions and perspectives. Feel free to copy and paste any of the following questions into your own survey:

HOW DID YOU HEAR ABOUT OUR ORGANIZATION?

DO YOU BELIEVE YOUR DONATIONS ARE BEING PUT TO GOOD USE?

ARE YOU LIKELY TO DONATE TO OUR ORGANIZATION AGAIN? WHY OR WHY NOT?

HOW EASY WAS THE DONATION PROCESS?

WHICH OF OUR MISSIONS IS MOST IMPORTANT TO YOU?

WHAT KIND OF VOLUNTEER OPPORTUNITIES OR EVENTS WOULD YOU LIKE TO SEE NEXT?

ARE THERE ADDITIONAL TRAINING OPPORTUNITIES YOU'D LIKE TO SEE AS A VOLUNTEER?

WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE WITH OUR ORGANIZATION'S PROCESSES?

WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE WITH OUR ORGANIZATION'S COMMUNITY ENGAGEMENT?

IN WHAT AREAS DO YOU BELIEVE OUR ORGANIZATION CAN IMPROVE?

DO YOU BELIEVE OUR ORGANIZATION HAS MADE A POSITIVE IMPACT IN YOUR LIFE?

HOW SATISFIED ARE YOU WITH THE SERVICES OUR ORGANIZATION HAS PROVIDED ON A SCALE OF 1 TO 10?

WOULD YOU BE INTERESTED IN PARTICIPATING IN A FOCUS GROUP ABOUT ____?

HOW HELPFUL HAVE YOU FOUND OUR STAFF?

HOW FRIENDLY HAVE YOU FOUND OUR STAFF?

WOULD YOU LIKE TO RECEIVE MORE UPDATES AND REPORTS ON OUR ORGANIZATION'S PROGRESS?

WHICH OF OUR EVENTS/WORKSHOPS/ETC HAVE YOU ATTENDED?

WHICH OF OUR EVENTS/WORKSHOPS/ETC WOULD YOU ATTEND AGAIN?

ARE THERE ANY LOCATIONS YOU WOULD LIKE TO SEE US HOLD EVENTS/WORKSHOPS/ETC AT NEXT?

HOW WOULD YOU RATE OUR ORGANIZATION'S DIVERSITY AND INCLUSION ON A SCALE OF 1 TO 10?

NEXT, I WANT YOU TO BRAINSTORM AT LEAST FIVE QUESTIONS THAT ARE MORE SPECIFIC TO YOUR NONPROFIT HERE TO GAIN INSIGHTS FROM OUR SPECIFIC COMMUNITIES:

Also consider whether you want to have multiple choice answers or open-ended answers. Multiple choice/scales are easier to quantify and may help you get more respondents because it's quicker to fill out, but it does limit what kind of feedback the respondent can provide, so decide which option is better for you.