

# Partners in Reading Donor Survey

Partners in Reading (PAR) is creating a plan for increasing individual donations to our program. You have been identified as someone who has graciously given to our program in the past -- thank you! The information you share with us will help us in the months ahead as we craft a strong plan to secure more individual donors.

Please note that any information you share will be kept strictly confidential, and this survey should take no more than 5 minutes to complete.

If you have any questions or comments you'd like to share in person, please contact Judy Klikun at 408-808-2363.

Thank you!

## 1. What motivated you to donate to Partners in Reading (PAR)?

**(Choose all that apply.)**

- I believe in PAR's mission
- I know someone who PAR serves
- I am a volunteer tutor
- I receive services from PAR
- A good friend is involved with them
- They have events that I always attend
- They do a good job of making me feel appreciated

Other (please specify)

## 2. At what level have you donated to PAR in the past?

- Less than \$100
- \$100 - \$249
- \$250 - \$499
- \$500 - \$999
- \$1000 - \$1999
- \$2000 - \$5000
- \$5000 or above

Other (please specify)

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**3. Have you donated to PAR multiple times? If yes, please indicate how many times below.**

- 1 time
- 1-2 times
- 2-4 times
- More than 4 times

**4. Did you receive a thank you letter for your donation in a timely fashion (within 2 -3 days)?**

- Yes
- No

If you answered no, please explain your experience:

**5. Do you plan to donate to PAR again in the future?**

- Yes
- No
- Undecided

If you answered "no" or "undecided," can you explain why?

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## 6. Please rate the following activities in terms of their effectiveness in motivating you to donate to a cause.

	Not motivating	Somewhat motivating	Motivating	Very motivating	Extremely motivating
Personal solicitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Letter writing campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email appeal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media outreach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News article about the organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

## 7. In thinking about the reasons you support PAR, please rate the following items in terms of their importance to you.

	Not important	Somewhat important	Important	Very important	Extremely important
Supporting strong families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing employment potential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping immigrants become U.S. citizens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving the quality of life in San Jose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing dependence on social programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing a more educated populace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabling others to share in the joy of reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

## 8. As a donor, what information do you want to receive from PAR? (Choose as many as you would like.)

- A donor newsletter
- An annual report of program activities
- Ongoing donor events
- Outreach from PAR staff
- More information about PAR program participants

Other (please specify)

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**9. Given what you know about PAR at this moment, do you think PAR's mission is still relevant?**

Yes

No

If you answered no, can you explain why?

**10. Is there any additional information you'd like to share with PAR at this time?**

Yes

No

If yes, please explain: