

Touch Base with New Donors Using This New Donor Survey Template

If you're a DonorPerfect user, you can create your [survey with DonorPerfect Online Forms](#), which automatically records donors' responses into the appropriate donor records. If not, you can also create a survey for free, using [SurveyMonkey](#).

When you use DonorPerfect to survey your supporters, the information you gather can be used to seamlessly segment your communications with them.

Choose 1-2 of the following questions:

How would you like us to update you about what's happening at [ORGANIZATION NAME [Example: Paws + Claws Animal Rescue]? Check all that apply.

- Share posts, photos, and videos on our social media pages that you follow.
- Send monthly newsletters with multiple updates to your email inbox.
- Text you as important news and updates arise.
- Post updates on our website.
- Send you a physical newsletter via snail mail.

Vote on our next project. What do you think we should set our sights on together? Choose one.

- [PROJECT 1] [Example: Funding an Adopt-a-Thon Picnic for Rollins Park]
- [PROJECT 2] [Example: Refurbishing the Kitty City Wing at our headquarters]
- [PROJECT 3] [Example: Launching the Book Buddies Therapy Dog Program]

Which [SEASON] [Example: Fall] event are you most likely to attend? Choose one or tell us your own event idea below.

- [OPTION 1] [Example: A Family-Friendly Fall Activity Day with Hayrides, Candy Apples, and Pumpkin Carving]
- [OPTION 2] [Example: An Evening Gala with Dinner and Dancing]
- [OPTION 3] [Example: A Benefit Happy Hour and Fall Fashion Show at Photo Club Bar]
- [OPTION 4] [Example: Something else _____]

What does [ORGANIZATION NAME] [Example: Paws + Claws Animal Rescue] do that you want to see more of?

- [OUTCOME 1] [Example: "Happy Tales" Updates about rescued pets]
- [OUTCOME 2] [Example: Adoptable pet listings to like and share]
- [OUTCOME 3] [Example: Wish lists of items you can donate to fund]

What are some ways [ORGANIZATION NAME] [Example: Paws + Claws Animal Rescue] can champion our mission of [MISSION] [Example: rescuing and rehoming pets in need] that we might not have tried yet? Share your good ideas with us!

[Example Donor Response: Host a fun run benefit and allow adoptable dogs from the rescue to participate.]