

ABC ORGANIZATION OR FOUNDATION POST-CAMPAIGN EVALUATION

Campaign Leadership Interview Questionnaire

INTRODUCTION

- Interview is **confidential**; seeks insights that will be valuable for future campaign planning.
- Interested in perceptions about what went right and what could have been improved; what might be repeated or should be changed.
- Want to get a sense about your level of satisfaction as a participant in the campaign.

A. Recruitment:

- 1) Describe the process by which you were invited to serve and make any suggestions you may have about how this process could be improved.

- 2) Was the level of involvement (time, travel and work) made sufficiently clear when you were recruited?

B. Support:

- 1) In what ways were the organizational structure and the communications channels for the campaign helpful or not helpful in keeping you fully in the loop on what was happening with the campaign?

- 2) Did the organizational structure and communications channels for the campaign promote your effectiveness in your campaign role? In what ways could communication have been more helpful to you?

- 3) What were the strengths and weaknesses of the campaign information and materials that were provided to you? Did they provide what you needed to be an effective volunteer?

- 4) Tell me about the staff support you received. In what ways did staff support meet or fall short of your needs?

- 5) If you were involved in cultivation/solicitation visits with donors, tell me about the pluses and minuses of those experiences. How could we have better prepared you, or your partners – or the donors you called on – for these calls?

C. Outcomes:

- 1) If you were a donor to the campaign, tell me about the influence that your service as a volunteer had upon your own personal gift decisions.

- 2) Tell me about how your own gift impacted your effectiveness as a volunteer.

- 3) Tell me about your level of satisfaction with this volunteer experience. How meaningful was this in your life and in your relationship with ABC Organization?

4) Give me your opinion about the impact this campaign had upon the constituency and supporters of ABC Organization and their engagement with ABC.

5) Tell me what you think the overall impact of this campaign has been for ABC.

6) Did you feel that the volunteers had a real and appropriate influence on the important decisions surrounding this campaign?

7) Was the volunteer committee helpful? Tell me what you think would have been different about the campaign if this volunteer committee was not involved.

8) What was the most strikingly successful aspect of the campaign for you? What was the most striking shortcoming?

Comments: _____
