

How Can We Thank You? We Want To Count the Ways...

Emma Willard knows that great stewardship is making it clear to you, its most generous donors, that the school appreciates your gifts. Will you please take some time to answer the following questions so that we may do an even better job of expressing our gratitude? Thank you.

1. How often do you hear from Emma Willard?
2. What percentage of the information you receive is in the form of thank you's for gifts given?
3. Do you feel adequately thanked for your generosity? Yes/No. Comment
4. In general, how would you like to be thanked for a gift to Emma Willard's annual fund?
 - _____ an email within 2-4 days
 - _____ a phone call within 2-4 days
 - _____ a personal letter signed by Head of School, Trudy Hall
 - _____ an acknowledgement from the development Office
 - _____ a personal visit
 - _____ other (please describe)
5. For a larger, restricted or targeted gift or planned gift (including campaign gift)?
 - _____ an annual update on the status of a fund or the progress of an initiative
 - _____ a yearly visit from a Development Office Director
 - _____ a letter from or a chance to speak with someone who will directly benefit from your gift?
 - _____ other (please describe)

6. If you were to receive a thank you after making a gift, would you rather it be from
_____ a staff member who knows you

_____ a student

_____ a Board member

_____ a classmate

_____ other (please describe)
7. Do you feel that Emma Willard is clear about how your gift will be used? Yes/No
Comment

How have they communicated this to you?
8. Emma Willard does not prepare an annual report of giving for the community. Do you think that receiving an annual report of all gifts is important? Yes/No
Comment

Would you rather receive it in electronic form? Written form?
9. What gives you the greatest feeling of gratification for having given to Emma Willard?
10. What is the most effective way that Emma Willard expresses its appreciation to you? Least effective?
11. * Question for CEC members: Do you feel that this survey works well as an on-line survey? Would it be better as a face-to-face survey? If so, do you think it would be better asked by a development officer or an objective outsider (i.e. consultant)?
12. * Question for CEC members: Are we missing any obvious questions? Does it feel repetitive? Any other suggestions?