



Essential Components of a Campaign Survey

Rate your organization on the basis of the “4 Essential Components”

Rank (1) Poor or Disagree to (5) Excellent or Strongly Agree

1. Case for Support

I believe our organization has a strong well-written case for support that is known by all:

1-----2-----3-----4-----5

Supporters in our community would rank our case for support as:

1-----2-----3-----4-----5

2. Leadership

I believe our organization has stellar board leadership that is engaged in advancing the organization:

1-----2-----3-----4-----5

Supporters in the community would rank our leadership as:

1-----2-----3-----4-----5

3. Donors

I believe our organization has a deep and up-to-date donor-base who feels in touch with the organization:

1-----2-----3-----4-----5

Supporters in the community would rank our base of donor support as:

1-----2-----3-----4-----5

4. Infrastructure

I believe our organization has a well-developed infrastructure with all the resources we need:

1-----2-----3-----4-----5

Supporters in the community would rank our infrastructure as:

1-----2-----3-----4-----5