

## Sample Survey and Testimonial Campaign

The DonorWerx Framework presents a tried and true strategy for building a digital giving base and increasing overall contributions. At its core, however, it's merely a blueprint for success. How you implement your game plan will have a significant effect on the donor experience.

The only way to discover whether donors responded well to your campaign is to ask them directly. This will not only help you identify any potential mistakes you made in the process, but you'll also learn information that can help you better shape your messaging going forward.

In the following pages, you'll find a sample survey along with sample emails that can be sent out requesting completion of a survey or testimonial. Feel free to use these in crafting your own requests, but be sure to make any changes necessary to customize them for your ministry.

# Sample Survey

**Please answer the following questions on a scale of 1-5, with 1 being 'Completely Disagree' and 5 being 'Completely Agree.'**

The process for signing up for digital giving was quick and easy. 1 2 3 4 5

The instructions provided for signup were clear and understandable. 1 2 3 4 5

I could immediately tell the website I used for signup was connected to the church. 1 2 3 4 5

I'm confident the money I donated will go towards doing God's work. 1 2 3 4 5

I was aware that giving via crypto donations was an option. 1 2 3 4 5

I feel that the church shares my values and concerns for the world. 1 2 3 4 5

The church's communications made it obvious where my money was going. 1 2 3 4 5

**Please answer the following questions in a few short sentences.**

Is there anything you found difficult about signing up for digital giving?

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Why do you give to the church? Do you feel it is helping the community?

.....

What's your preferred way of giving (e.g., crypto, text-to-give, website) and why?

.....

Are there other causes you feel the church should be supporting?

.....

**Please use all the space you need for the following question.**

How would you rate your overall donation experience? Are there things you found confusing or that you believe need to be changed? Feel free to also use this space to mention any concerns or questions you may have.

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## Sample Survey Email

**Subject:** Can you give five minutes to help us improve the church?

Dear Jessica,

You recently signed up for digital giving at the Graceful House of Worship, and we're so thankful that you've decided to help our congregation move forward. Your efforts are why we're able to continuously do God's work. Now, we have one more thing to ask of you.

Could you take five minutes to fill out the attached survey? Our goal is to consistently improve our ability to do great things in the honor of God. By taking a moment to complete this survey, you'll help us improve our work as we go forward.

Thank you for all that you do for our ministry!

Sincerely,

Pastor Dave

## Sample Testimonial Email

**Subject:** We need to hear what YOU think!

Dear Meredith,

We wanted to reach out and thank you directly for helping us hit our digital fundraising goal. Because of your efforts, we've achieved great things in recent weeks and will be able to continue God's work for our local homeless community. But now we want to know how you think we're doing.

As one of our most trusted congregants, we were hoping you'll take a moment to create a testimonial regarding how you feel about our new campaign. Did we make signing up for digital giving easy? Do you feel like we could do more work in certain areas? Did you have any concerns about giving digitally?

If you have five quick minutes, you can use [this link](#) to submit a written or video testimonial. Our mission is to serve God, so let us know how we can get better at that task!

Thank you for all you do for our ministry!

Sincerely,

Pastor Dave