

Audience Question

Audience: Give me some ideas on feedback on foreign donors; because we really don't meet them much, every other communication is via email and letters only. How would you really go about it for getting feedback from the foreign donor? The emails sent are generally newsletter or reminders. So what kind of feedback can we ask from them.

Speaker: Email is a very well accepted form of a communication. You need to ask some core questions.

Audience: You actually make a questionnaire and do it.

Speaker: No not a questionnaire. Ask five questions in an email itself. Example-We are grateful to you for all the support that you have been giving us over the years. We are looking at how do we improve our own services and how do we engage with our donors better. Could you help us understand a few of these things better?

You decided to choose us. Why?

What were your motivational factors that led you to support me?

Audience: Should we openly ask these questions?

Speaker: Absolutely. Because those are the answers that are going to help you understand how strong the relationship or how weak it is and how do we invest and give solutions to that person's needs.