



# ENGAGEMENT CHECKLIST

Finding similarities in your constituent base allows you to engage your supporters in the right ways.

Use this checklist to start learning more about your supporters - and as a first step to building your personas!

**Check all of the ways your constituents can engage with your organization (for donors, volunteers, email subscribers...any group):**

- Volunteer Opportunities
- Sponsorship Opportunities
- Events
- One-time Giving
- Monthly Giving
- Blog subscription
- Email newsletter
- \_\_\_\_\_
- \_\_\_\_\_

**Take a straw poll, how did your constituents first hear about your organization?**

- Event
- Friend
- Social Media
- Mailing
- Online search
- Other

## FOLLOW UP

Does the answer to this differ based on how the constituents engage with your organization? Do you see any patterns?

**What inspired your constituents to get involved?**

- Mission statement
- Personally affected by organization
- Religious reasons
- Referral
- Other

## FOLLOW UP

Does the answer to this differ based on how the constituents engage with your organization? Do you see any patterns?

**Why do they continue to support your organization?**

- Mission statement
- Personally affected by organization
- Religious reasons
- Referral
- Other

## FOLLOW UP

Can you group any of your constituents based on this answer? Do these answers deviate from the previous question?

**What communication mediums do your donors prefer? (You can also get this answer by determining how much revenue you receive per channel.)**

- Email
- Social Media
- Print mailings
- Phone calls
- Events
- In-person meetings
- Other

## FOLLOW UP

Do they correlate with any previous groups you've identified?

**How often do your donors prefer to be communicated with? (Compare this with how often your donors actually give.)**

- Weekly
- Monthly
- 4x a year
- 2x a year
- Yearly

## PRO TIPS!

Put your answers up on a whiteboard to see if you can find common threads. Then use those threads to find new constituents.

*Aren't sure of the answers to these questions? Then just ask your supporters!*

**Find out how Kindful can help your nonprofit grow!**

**Let's Chat!**