

# DONOR SERVICE QUALITY QUESTIONNAIRE

*Building Donor Loyalty*, by Adrian Sergeant and Elaine Jay

Think about your recent ongoing relationship with X, please indicate the extent to which you agree or disagree with the following statements. (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

## Dimension

I feel confident that X is using my money appropriately

X keeps me informed about how my money is being used

X always responds promptly to requests I have for information

X cares about the needs of its donors

X makes me feel that it is always willing to help me if I have a query

X doesn't ask me for funds too often

X asks for appropriate sums

X's communications are always courteous

X's communications are always timely

I feel safe in my transactions with X

The behavior of X's employees instills me with confidence

Employees at X are always courteous

Employees at X have the knowledge to answer my questions

X gives me individual attention

Employees of X seem to understand my specific needs

When I have a problem, X shows an interest in solving it