



Questions and script for interviews

General:

It is hard to structure conversations with supporters. They will all have different ways of responding. The below is not to be followed verbatim but gives some structure for ground to cover and questions that could be asked.

It gives a suggested opening, that we'd recommend everyone follows and then the interviewer then needs to have the skill to get the supporter to share everything we need for the research.

See also the tips and techniques blog for how to bring supporters back on point if they are straying and for how to ask follow-up questions.

Reminder of research objectives:

- To develop a deeper understanding of the motivations of our supporters so that we know their innate reasons for supporting x.
- Understand our supporter's commitment to x.
- To understand which experiences of working with x deepen a supporter's commitment to us and those that don't
- Understand from the donor perspective what their experience of working with x is and how it benchmarks against the experiences of other charities they work with.

Part 1: Introduction and general feelings about charity

Introduce yourself

Thank for time

Explain process: Take about 30-45 minutes, depending on how much you'd like to share.

Feel free to say 'no' if you don't feel comfortable answering any questions.

Explain you will be recording the call

'x I know you are really, busy. Your time's valuable, so I want to get right to our first question. Take me back to the day when you first heard/donated to organisation and tell me what happened...'

Part 2: Identity, beliefs and underlying motivations

To be completed based on internal feedback.

What makes charity different/similar to other organisations?

‘We are hearing from some supporters that they prefer to support x because of y. What are your thoughts on this? OR We are hearing from some supporters that they support us because of y. What are your thoughts on this?’

Part 3: Loyalty and commitment

‘We’re going to move on to some formal questions now. I’m going to ask you to score each of the following from 1-10. Where 1 is strongly disagree and 10 is strongly agree.’

Commitment questions

1. I am/we believe in charity x cause
2. Charity x is my/our favourite charitable organisation

If score 9/10:

‘That’s high, you must really think x is doing a great job. Tell me a little bit about why you scored so highly.’

If score lower than 9 on ‘favourite cause’:

‘Who is your favourite charity?’

‘Can you explain more?’

‘If you had £1,000, who would you donate it to and why?’

‘What could charity x do to get you to a 10?’

Part 4: Why support and current communications

‘What made you give the first gift? i.e. was it spontaneous, you saw an advert, received an e-mail/letter.’

‘Can you recall any letters, emails, phone calls or other communications you’ve received from charity?’

‘Have you attended an event? What are your memories of that event?’

Anything negative/could improve – follow up with supporter and ask them to elaborate or if they have any suggestions on solving the issue.

Part 5: Support of other charities

‘When have you felt proudest or happiest when donating? Why was that?’

‘Can you recall a charity appeal or campaign you have donated to? What inspired your gift?’

‘Anything charity x can learn from your other charities?’

Part 6: Endings and clarifications

This is the chance to clarify anything that the supporter said.

It also gives a last chance to ask them for any final thoughts:

‘When I stand up in front of the senior team at charity x and give them the results of this research, what is the one thing you’d want me to tell them?’

‘Do you have any final thoughts you’d like to share?’

Thank for time. Explain we will be writing and preparing a report for senior colleagues.

Send a follow up thank you after the interview.