

## Snapshot Marketing Survey

*PLEASE CIRCLE ALL THAT APPLY*

### **Where do you, personally, get your information?**

- TV
- Newspaper
- Magazines
- Social Media (which ones do you use?)
- Email
- Friends
- Other (please explain)

### **How are you currently reaching participants? Donors?**

- Word of mouth
- Referrals from a higher learning institution or business
- Email list
- Website
- Intentional Advertising (if so, where?)
- Other (please explain)

### **How are you currently distributing information?**

- Email
- Social Media
- Website
- Mail
- Other (explain)

### **Who are you trying to reach?**

- Donors
- Participants (adults, children)
- Business partners
- Other (please explain)

### **What are you the most interested in learning about? Number them in order of importance.**

- Getting Attention of the Media (stories in the newspaper, on TV, radio interviews, etc)
- Social Media Strategies
- Increased Program Participation
- Increased Donations
- Attracting Board Members
- Other (please explain)

**What is one thing you done that has been successful?** It can be an event, a social media strategy, a way that you have connected with donors, or whatever else comes to mind.