

## Diagnostic: Impact Communications

Read each of the following statements and rate your program according to the scale below. Don't spend too much time thinking about each statement; your first instinct is usually the best one. If you're not certain, make your best guess or go with your gut instinct. If you don't think it applies, or if you feel neutral about it, rate it as 3.

*Strongly agree = 5   Agree = 4   Neutral = 3   Disagree = 2   Strongly disagree = 1*

1	There is a clear and consistent understanding among advancement staff as to how "annual giving" is defined and counted.	
2	The case for annual giving is communicated to current and prospective donors in a clear, consistent, and compelling way.	
3	It's clear which people, programs, and places benefit from annual giving.	
4	Communicating gift impact is a high priority for the annual giving program.	
5	It's clear who is responsible for managing impact communications for annual giving.	
6	The annual giving program either maintains or has access to a library of stories and examples of gift impact.	
7	Students, faculty and administrators are featured in gift impact communications, while also playing a role in the process for developing them.	
8	Stories and examples of gift impact are consistently included in annual fund appeals (e.g., direct mail, email, phone), as well as personal solicitations by staff and volunteers.	
9	Stories and examples of gift impact are consistently included on the annual fund's website and in its social media content.	
10	Stories and examples of gift impact are consistently included in annual fund gift acknowledgements.	
11	Stories and examples of gift impact are communicated using a variety of content types including text, images, video, and statistics.	
12	The writing and design in gift impact communications is consistent and high in quality.	
13	Gift impact reports and other stand-alone impact communications are well planned and integrated into the annual giving program's overall communications strategy.	
14	Gift impact reports and other stand-alone impact communication are well integrated with other stewardship efforts outside of annual giving.	
15	Gift impact reports and other stand-alone impact communications are well segmented and personalized based on giving history, constituency, and interest.	

*Diagnostic: Impact Communications (con't)*

16	Gift impact reports and other stand-alone impact communications are measured and analyzed in an effort to improve them over time.	
17	Gift impact is an important theme in the annual giving program's special campaigns (e.g., giving days, challenges, crowdfunding).	
18	Surveys and focus groups are used to evaluate the effectiveness of gift impact communications.	
19	A/B testing is conducted regularly and results are used to inform future decisions concerning impact communications.	
20	Staff stay on top of best practices in impact communications by networking and sharing examples with peers at other institutions.	

*Total:* \_\_\_\_\_