



## The Best Way to Implement Your Donor Survey Results

*When driving for strategic implementation, don't let your survey results become a roadside attraction. Put them on a calendar instead.*

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Many teams find the implementation of survey results to be the most challenging aspect of their donor survey strategy, for good reason.

Sometimes, the action items generated from your survey feedback introduce unforeseen logistical challenges, requiring more time and resources to work through. And often, business realities — a loss in funding, for example — can suddenly alter your to-do list and demand your immediate attention.

Priorities shift, your day-to-day tasks pile up. And just like that, your survey results become nothing more than a roadside attraction. Interesting to look at. A fun and fleeting departure. Something you can reminisce about with colleagues but ultimately leave behind in your rearview mirror.

It's not uncommon for this to happen, but it's a shame. It's a shame because you've invested so much time and effort in survey design, execution, and analysis. And it's a shame because you've gleaned valuable insights from your donors — the partners who are integral to helping you elevate your organizational impact — which may not be used.

### (Bear) Hug Your Results

The best way to ensure your survey feedback is fully implemented is by placing the tactics of execution on a calendar. It's a way to continually give your results a big bear hug by keeping them on your radar.

Sometimes your results will generate small



*Your donors' feedback deserves a bear hug and a commitment to implementation.*

but helpful tweaks in internal procedures, such as a different method for tagging donor segments in a database or a new meeting that will encourage greater cross-functional collaboration.

Bigger strategic findings could translate into the introduction of annual 1:1 surveys with donors who make year-over-year contributions. Or maybe your donors' feedback will illuminate the need to audit and revamp your organization's website.

Regardless of the complexity and scope of the strategies you've elected to employ, your donors, your community, and your organization benefit from implementation. Calendarizing your tactics says, "We won't forget about you."

## Stay Attached to Action

Great communication teams understand that strategic implementation is a consistent attachment to action.

To progress your strategy, follow these three steps:

1. Set a meeting date with your team to work on one specific tactical goal.
2. Reference the tactical goal in the subject header of your meeting invite.
3. Within the body of the meeting invite, describe the action(s) your team needs to take in order to achieve the tactical goal by the end of the meeting.

### Here's an example:

Let's say a recent donor survey revealed donors' confusion about how to get more involved with your organization, beyond making a financial contribution.

You and your team agree that there's room for improvement when it comes to communicating volunteer opportunities, but you'll need to revisit a number of current tactics: website

navigation for helping

prospective volunteers understand how to sign up to help, current volunteer email invites, and volunteer forms, to name a few.

Given the number of tactics that comprise your overall "volunteer strategy," begin by addressing just one — in this case, website navigation. Identify every action your team



*Stay attached to tactical action.*

needs to take to help donors find volunteer opportunities on your site more easily. Then, repeat this approach for the remaining tactical items on your list. It's astoundingly simple, and effective.

A calendarized approach to the tactical steps of strategy enables your team to make the most of your valuable survey results — and ensures that your donors always feel like your main attraction.

## 5/15 Meeting

To: [nonprofit\\_team@nonprofit.org](mailto:nonprofit_team@nonprofit.org)

Subject: [Donor Feedback] Website Nav for Volunteers

Hi Team,

For our 5/15 meeting, please come prepared to discuss:

- The current web nav path for learning about volunteer opportunities
- Potential points of confusion
- Recommended updates for donor review
- Next meeting date to review feedback & finalize web updates

Looking forward to a great discussion!

## Additional Tips 2 Impact

- **If you have a long list of tactical goals**, prioritize the ones that are the best candidates for short-term completion.
- **For the implementation of longer-term goals**, those that may require six or more months, consider setting quarterly calendar meetings interspersed with a monthly progress update via email.
- **Remember to distribute larger action items** across teams and empower smaller groups to establish their own calendars to make consistent progress on big group goals.

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