

Canvassers Critique 2015

This document collects information from our 2015 canvassers so we can plan a better, more effective, more enjoyable 2016 campaign. Please answer as many of the questions as you can, as thoroughly as you can -- your feedback counts! -- and return this to the Beacon office however is most convenient for you. Thanks!

How many potential donors were on your list? _____

How many potential donors did you contact in person or by talking to them on the phone? _____

How many by e-mail, letter, phone message, or by just leaving information on their door? _____

On a scale of one to five (worst to best), how effective do you think it was to contact people ...

... by e-mail? _____

... by phone? _____

... at their door? _____

... by postal mail? _____

Give us some idea of the potential donors' attitudes about the Beacon and about being approached to donate:

What was the best attitude you encountered?

What was the worst attitude you encountered?

What would you say the "average" attitude was across all your encounters?

Logistically, what parts of this campaign do you think worked well for you or your potential donors?

What parts didn't work particularly well?

Here's the big question: What do you think we should do differently next year in order to make the canvassing more effective and more enjoyable, both for the canvassers and for the potential donors?