## Branding Survey

This survey can be sent to people external to the organization to get their impressions on its branding and overall reputation/image. Send it to the organisation’s stakeholders, colleagues, or friends—anyone who can provide an objective opinion. Use their responses to help inform changes to your branding strategy.

*T****ip:*** *for extra efficiency, copy these questions into a Google form and email the link to your respondees with your request. Their responses will automatically go into an excel form for tracking. Don’t forget, though, that some of your stakeholders may not have internet access or not feel comfortable responding this way due to their level of computer or English literacy. These people should be given a printed survey and help filling it out if needed.*

1. **Logo**

Can you describe in a few words the logo of [Organisation] and what it represents to you?

1. **Tagline**

Does the [Organization] have a tagline or slogan? If so can you say what it is?

What does it mean to you?

Do you think it is a good tagline? Why or why not?

1. **Associations**

Select **3 feelings** that you strongly associate with [ organization].

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Joy** | **Warmth** | **Power** | **Innovation** | **Peace** | **Growth** |
| **Hope** | **Empowerment** | **Passion** | **Dignity** | **Stability** | **Generosity** |
| **Sunshine** | **Motivation** | **Strength** | **Creativity** | **Trust** | **Protection** |
| **Happiness** | **Ambition** | **Excitement** | **Imagination** | **Tranquility** | **Energy** |
| **Intellect** | **Youth** | **Courage** | **Wisdom** | **Sincerity** | **Nature** |
| **Enthusiasm** | **Optimism** | **Leadership** | **Ideas** | **Excellence** | **Compassion** |
| **Fun** | **Confidence** | **Determination** | **Exclusivity** | **Integrity** | **Life** |
| **Cheerfulness** | **Pleasure** | **Success** | **Vibrance** | **Discipline** | **Safety** |
| **Positivity** | **Change** | **Action** | **Spirituality** | **Expertise** | **Harmony** |

Add any others:

1. **Satisfaction**

Overall, how satisfied are you with your association with [ the organization] ?

⬜ Very satisfied ⬜ Satisfied ⬜ Not satisfied ⬜ Dissatisfied

Explain why:

How likely are you to recommend the NGO to a friend?

⬜ Very likely ⬜ Likely ⬜ Unlikely ⬜ Very unlikely

Explain why you would recommend/not recommend the NGO:

1. **Communication**

How would you rate the frequency and quality of communication from [Organisation]?

Do you think it is :

1- bad 2- needs improvement 3- okay 4- good 5- excellent

How do you usually hear from [ organization] or find out news about [ organization]?

(Check all that apply)

* Facebook updates
* Email newsletters
* Print newsletters
* Annual report
* Instagram
* Twitter
* Website
* Other