**NGO Customer Satisfaction Survey Toolkit**

**Group or Community Event Satisfaction Survey**

Thank you for joining us at the (Organisation Group or Community Event Name). We hope you enjoyed the activities.

To help us continue holding events that make a real difference to our community, we’d love to hear about your experience.

Your candid feedback will help us understand what worked (or didn’t work) well in the event you attended, and what we can do better.

To access the survey please click below, before the survey closes on (insert date and time.).  Depending on your responses, the survey should take less than 5 minutes to complete.

Your responses to all questions will be confidential and will be reported anonymously as part of the group, so we encourage you to provide honest and objective feedback. Please note, however, if you identify yourself in some way in the comments box you may not remain anonymous.

If you have any questions about accessing the survey, please contact (name) on (phone number) or via [(email)](mailto:support@surveymatters.com.au).

We thank you for your participation in the survey and look forward to your feedback about your experiences.

**(Insert Survey Link Here)**

## How did you find out about (event name)?

## (Select all that apply)

|  |  |
| --- | --- |
|  | Facebook |
|  | Website |
|  | Email |
|  | Newspaper |
|  | Radio |
|  | Event Poster |
|  | Instagram |
|  | Word of mouth |
|  | I have attended this event in the past |
|  | Unsure |
|  | Other (please specify) |

## What was your main reason for attending (event name)?

## (Select one main reason only)

|  |  |
| --- | --- |
|  | For the entertainment / activities |
|  | To become more involved in my community |
|  | To meet new people |
|  | It’s a good day out with family / friends |
|  | To support (organisation convening the event / cause being promoted) |
|  | To learn more about what (organisation) does |
|  | Unsure |
|  | Other (please specify) |

## Overall, how would you rate the event?

|  |  |
| --- | --- |
|  | Very Poor |
|  | Poor |
|  | Average |
|  | Good |
|  | Excellent |
|  | Unsure / Don’t know |

## Would you consider attending (event name) again in future?

|  |  |
| --- | --- |
|  | Yes |
|  | No |
|  | Unsure / Don’t know |

## How would you rate the following aspects of the event?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very Poor | Poor | Average | Good | Excellent | Don’t know |
| The location |  |  |  |  |  |  |
| The food / catering |  |  |  |  |  |  |
| The event program / speakers |  |  |  |  |  |  |
| The entertainment / activities at the event |  |  |  |  |  |  |
| The customer service at the event |  |  |  |  |  |  |
| The signage / directions at the event |  |  |  |  |  |  |
| The sense of community |  |  |  |  |  |  |

## What did you enjoy most about the event?

|  |
| --- |
|  |

## How much do you agree with the following statements?

## *Note to organisations administering the survey:*

## *Increasing community knowledge (about a particular theme or topic) and / or promoting social cohesion are the most common objectives of a community event. You may add your own statements below depending on the specific outcomes that you were trying to achieve at the start of the event.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Satisfaction** | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
| Overall, I enjoyed participating in this event |  |  |  |  |  |
| I would recommend this event / activity to other people |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Knowledge (What I Learned)** | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
| I learned something new as a result of attending this event |  |  |  |  |  |
| I feel more informed about activities in my local area as a result of attending this event |  |  |  |  |  |
| I have a better understanding of the services that are available in my community |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Social Cohesion (Feeling Connected)** | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
| I feel more connected to my community after attending the event |  |  |  |  |  |
| I met someone new at the event |  |  |  |  |  |
| I am more likely to become involved in community activities after attending the event |  |  |  |  |  |
| I feel safer in my local community after attending the event |  |  |  |  |  |

## have any further comments or suggestions to improve this event in the future?

|  |
| --- |
|  |

# **About You**

## NOTE TO SURVEY ADMINISTRATOR:

## *These questions are not compulsory for measuring Satisfaction, as such. But depending on survey results and your original objectives, they can help tell you, for instance, which age group or which gender is more likely to be satisfied? You should include "About You" questions only if you have a good reason for wanting to find out: e.g. suburb of residence (may tell you if people from afar are happy to travel), if second language is spoken (may tell you if your audience is from a CALD background), etc*

## How old are you?

|  |  |
| --- | --- |
|  | Under 18 |
|  | 18 – 24 |
|  | 25 – 34 |
|  | 35 – 44 |
|  | 45 – 54 |
|  | 55 – 64 |
|  | Over 64 |

## Gender

|  |  |
| --- | --- |
|  | Male |
|  | Female |
|  | Other |
|  | Prefer not to say |

## Including yourself, how many people did you attend the event with?

|  |  |
| --- | --- |
|  | None (I went alone) |
|  | 1 |
|  | 2 |
|  | 3 |
|  | 4 |
|  | 5 |
|  | More than 5 |

## Would you like more information about (organisation) and how you can support the work they do?

|  |  |
| --- | --- |
|  | Yes |
|  | No (Go to End) |
|  | Unsure / Don’t know (Go to End) |

## Please provide your contact details

## *(Please note, if you provide your details below you are accepting that your responses to the survey will not remain anonymous)*

|  |  |
| --- | --- |
| Name |  |
| Email |  |
| Contact Number |  |