

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).

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

(Insert Survey Link Here)

1. 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)

2. 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)

3. Overall, how would you rate the event?

	Very Poor
	Poor
	Average
	Good
	Excellent
	Unsure / Don't know

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

	Yes
	No
	Unsure / Don't know

5. 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						

6. What did you enjoy most about the event?

7. 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					

8. 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

9. How old are you?

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

10. Gender

	Male
	Female
	Other
	Prefer not to say

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

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

12. 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)

13. 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	