Convio Go!™ WEBSITE VISITOR FEEDBACK GUIDE for American Lung Association

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| **Charter:** [your organization’s full name] |
| **Center Name:** [your Convio center name] |
| **Notification email address:** [email address for notification] *(HINT: A notification is sent to this email address each time a constituent submits the survey. Make sure it is one that is checked often.)* |
| **SUBMISSION INSTRUCTIONS** |
| Send this completed form to [getready@convio.com](mailto:getready@convio.com).  You should receive a confirmation of your submission within one business day. If you do not receive a confirmation, please check in with us. You should receive a test message that contains your content within five business days.  *Your subject line should contain your organization’s Convio short name, the word “Website Visitor Feedback Guide”, and your content submission date. For example: AHS – Website Visitor Evaluation Guide – 2/17/2012.* If you submit your content multiple times prior to a deadline, all but your most recent submission will be ignored.  **Please note that if you miss your submission deadline, submit an incomplete document, or if the subject line of your email submission is not clear, production could be delayed or canceled.** |
| **BEST PRACTICES** |
| Listening to constituent feedback is important and for many your website is their first impression of your organization. It’s where a potential volunteer goes to learn about opportunities, an individual or company researches and makes a donation, a student conducts research for a school project and a client looks for resources and information.  By conducting a website feedback survey, you will:   * Create stronger relationships with your audience. * Have more relevant information on your website. * Spot potential issues early. * Learn more about website visitors and donors. |
| WHAT’S PROVIDED? |
| Convio will provide the survey, a snippet and a submission confirmation page. Results of the survey can be downloaded using the Survey Reporting tool. |

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| |  |  | | --- | --- | | **1. SURVEY TITLE** | S1\_1 | | |
| *Requirements - 10 words or less* | Example:   * Website Visitor Survey * Website Feedback Survey |
| [enter content here] |
| **Do you want a survey snippet?** 🞏 Yes 🞏 No | |
| |  |  | | --- | --- | | **2. INSTRUCTION TEXT** | S2\_A | | |
| *Requirements - 50 words or less* | Example:  Thank you for visiting our site. We would like to know more about you so that we can be sure to bring you the kinds of information and services that you need. Please complete the survey below so that we may have a perspective on your opinions. Your responses and personal information will not be shared, rented or sold to any 3rd party organizations.  Thank you very much for your time. If you have questions about this survey, please contact name, title, email. |
| [enter content here] |
| |  |  | | --- | --- | | **3. PERSONAL DATA (optional)** | S2\_B | | |
| *Requirements – 3 items or less* | Your survey can be anonymous and these questions can be omitted.  Example:   * First name * Last Name * Preferred Email |
| [enter content here] |
| *Below are the suggested survey questions. If you choose to replace some or all, keep in mind a few things:*  *First, take a hard look at what you want to learn and whether you intend to put their responses to use.  If you’re not going to use the information, don’t ask the question. Although some questions are "standard," you will be more productive if you develop a survey tailored to your organization's specific needs.*  ***Options for types of questions: fill in the blank, multiple choice, true/false, rating scale, yes/no*** | |

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| **REQUIRED** | This is a standard question and cannot be removed or replaced. |
| **How often do you visit our site?**   1. Daily 2. Several times a week 3. About once a week 4. About once a month 5. Less than once a month 6. This is my first visit |
| |  |  | | --- | --- | | **QUESTION 2** | S2\_A | | |
| *REQUIRED QUESTION* | This is a standard question and cannot be removed or replaced.  You can add different multiple choice answers. If you’d like to replace or add choices, please enter those to the left. |
| **Why did you visit our website?**   1. To make a donation 2. To learn more about the organization 3. To sign up to be a volunteer 4. Doing research for work/school 5. Just curious 6. Other (fill in the blank) |
| |  |  | | --- | --- | | **QUESTION 3** | S2\_A | | |
| *Requirements – limit your question to one, succinct sentence* | If you want to replace the question, please enter the new question in the cell to the left. If it is a multiple choice question, include the choices (no more than 6 choices) |
| **Did you find the information you were looking for?**   1. Yes 2. I found some information, but not everything. 3. No 4. I wasn’t looking for anything specific, just browsing. |

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| *Requirements – limit your question to one, succinct sentence* | If you want to replace the question, please enter the new question in the cell to the left. If it is a multiple choice question, include the choices (no more than 6 choices) |
| **How did you first hear about this website?**   1. Search engine 2. Another website 3. Newspaper/magazine 4. Friend or business associate 5. Advertisement 6. Other (fill in the blank) |
| |  |  | | --- | --- | | **QUESTION 5** | S2\_A | | |
| *Requirements – limit your question to one, succinct sentence* | If you want to replace the question, please enter the new question in the cell to the left. If it is a multiple choice question, include the choices (no more than 6 choices) |
| **How likely are you to recommend this website?**   1. Very likely 2. Somewhat likely 3. Somewhat unlikely 4. Not at all likely |
| |  |  | | --- | --- | | **QUESTION 6** | S2\_A | | |
| *Requirements – limit your question to one, succinct sentence* | If you want to replace the question, please enter the new question in the cell to the left. If it is a multiple choice question, include the choices (no more than 6 choices) |
| **What section or aspect of the website would you improve?**  Fill in the blank |
| |  |  | | --- | --- | | **QUESTION 7** | S2\_A | | |
| *Requirements – limit your question to one, succinct sentence* | If you want to replace the question, please enter the new question in the cell to the left. If it is a multiple choice question, include the choices (no more than 6 choices) |
| **What social media site(s) do you use?**   1. Facebook 2. twitter 3. Flickr 4. MySpace 5. YouTube 6. Other (fill in the blank) |
| **6. ON SCREEN SUBMISSION CONFIRMATION TEXT** | |
| *Requirements – 50 words or less* | Your constituents see this page right after they submit the survey. It should confirm submission was successful.  Example:  Dear [salutation],  We appreciate your willingness to complete our Website Visitor Survey. We strive to improve our website and provide the information our visitors and supporters are looking for, thank you for your time.  Return to our homepage. |
| [enter content here] |