

PRE-CAMPAIGN STUDY

Frequently Asked Questions

What is a Pre-Campaign study?

A Pre-Campaign study is a quantitative market research technique used to determine the success of a West Texas A&M comprehensive fund-raising campaign. The study includes two parts: personal, confidential interviews and mailed or online survey responses. A sample of more than 600 alumni and friends will be invited to share their perceptions about WTAMU. Responses will be tabulated and analyzed by Gardner & Associates (G & A). The findings of the study will help the University's Institutional Advancement staff to design a highly effective campaign based on alumni and friend preferences.

Why is WTAMU conducting the study?

The University recently completed a focus group project among alumni in six Texas cities with concentrations of WTAMU alumni. That study indicated a strong level of support for a comprehensive campaign to launch WTAMU's "second century." The project was a qualitative study and reported only trends. The Pre-Campaign study will give a clear, statistically significant picture.

What will happen to the information from my interview or survey?

Gardner & Associates is conducting the study, and all confidential responses will remain with the professional consultants. As a professional fund-raising consulting company with more than 40 years of experience, G&A securely maintains confidential information in its database. G&A will report the composite findings to WTAMU. During the campaign G&A will continue to support the WT staff based on the findings.

How long will the confidential interview take?

The interview should be completed in 45 minutes. The survey has 46 questions — 36 multiple choice and 10 seek clarification or comments on selected answers.

How long will it take to complete the online or paper survey?

The online survey at www.whygardner.com has been tested at a 12-minute completion time frame. The survey has drop down selection screens and moves quickly. The paper survey completion time should be approximately 12 minutes, but depends on how quickly the respondent writes.

Frequently Asked Questions FAQs CONT.

What is meant by confidential?

It means that identity and responses will not be shared, sold or published in a manner that would identify individual respondents. All responses are reported as an aggregate of the sample similar to any other market research.

Why should I have confidence in Gardner & Associates?

Paul Gardner and Walt Eilers have a combined 47 years of fund raising consulting. They are neutral, professional consultants who comply with the best practices and standards of the Association of Fundraising Professionals.

Why does the survey form ask for my name; I thought it was confidential?

It is a confidential survey. The request for a name and email address is a security factor. G&A will check the responses against the invitation list to ensure that "ringers" are not submitting bogus surveys.

The names will not be reported in the study. G&A will list respondents separately so that the sample size can be measured and segmented.

How will the information from the study be used?

G&A will report the aggregated findings and work with the Institutional Advancement staff to design the campaign, campaign materials and publicity. The information will be used to refine and focus the existing WTAMU priorities listed in the Strategic Plan.

Who will be invited to participate in the study?

The Institutional Advancement staff compiled lists of past, current and prospective supporters. The deans, professors and administrative staff have helped to identify alumni and friends to be included in the list. The list is a result of roughly four months of discussions and collaboration.



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