

Telephone Questionnaire

Audience: Members of the Indianapolis community who have previously been involved with at least one nonprofit organization.

What we seek to learn:

1. Interest in nonprofit events
2. Involvement with nonprofit organizations
3. Unaided recall of nonprofit organizations in Indianapolis
4. Interest in global justice and related topics
5. Unaided recall of The Desmond Tutu Center and its activities
6. Attitudes towards The Desmond Tutu Center and its activities

Hello, my name is _____, and I am a senior strategic communication student at Butler University. For my senior seminar, I am working on a service-learning project for a nonprofit organization. I assure you I am not selling anything or asking for donations, and your phone number was created using a random numbers table, so I don't even know your name. All of your comments will be kept confidential, and I will not ask you any personal questions. Do you have 10 minutes to answer some questions? (If no, is there a better time to call?) Before we begin, I must verify that you are at least 18 years of age. (If not, may I please speak to the adult of the household?) Thank you.

This survey is designed to find out your level of interest and awareness of Indianapolis nonprofit organizations.

- 1) SCREENING QUESTION: Are you/have you ever been involved with a nonprofit organization?
Yes/No (If the answer is "no," thank them for their time and end the call.)
- 2) On a scale of 0 to 10, how would you rank your level of engagement with this organization?

- 3) How much travel time are you willing to invest in order to attend a non-profit event?

- 4) Rank the following locations from where you would most likely want to attend an event to where you would least likely to want to attend an event, with 1 being the most likely and 5 being the least likely.
- North side of Indianapolis _____
 - East side of Indianapolis _____
 - West side of Indianapolis _____
 - South side of Indianapolis _____
 - Downtown Indianapolis _____
- 5) How many nonprofit organizations do you know of in Indianapolis? _____
- 6) What Indianapolis nonprofit do you consider yourself most involved with?

- 7) On average, how many hours do you spend doing something that involves this organization each month? _____
- 8) On average, how many times do you donate money to this organization each year? _____
- 9) Has the amount you donate changed throughout your experience with this organization?
Yes/No
- 10) How many nonprofit organizations do you follow on social media? _____
- 11) Please finish this sentence: My first choice of social media platforms for news is
_____.
- Twitter ___
 - Facebook ___
 - Instagram ___
 - Pinterest ___
 - Tumblr ___
 - Other ___
- 12) Please respond to the following statements by indicating whether you: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree:
- I hear about nonprofit activity on a weekly basis
- | SA | A | N | D | SD |
|-----------|----------|----------|----------|-----------|
| 5 | 4 | 3 | 2 | 1 |

b) I prefer to learn about nonprofit activity through traditional media.

SA	A	N	D	SD
5	4	3	2	1

13) We are interested in which type of educational activity is most beneficial and engaging to you. Please rank order the following educational activities from 1 to 5 using your own experiences, with 1 being the activity that is most beneficial and 5 being the activity that you think is the least beneficial. (**Read list then ask first choice, second, etc. Reread list as needed.**)

- a) ____ Community Conversations
- b) ____ Film Series
- c) ____ Speakers
- d) ____ Conferences
- e) ____ Fellowship Programs

14) (**Skip** this question if they rank fellowship programs as fourth or fifth):

On a scale from 0 to 10, with 0 being uninterested and 10 being very interested, how interested are you in learning more about the Desmond Tutu Center's Academic or Youth Fellowship programs? _____

15) On average, how many days in advance do you prefer to hear about an event in which you are interested in attending? _____

16) If you had \$100 to donate to one or more nonprofit causes in Indianapolis, which would you choose? (Mark each organization mentioned.)

- a) Riley Children's Hospital _____
- b) Indiana Blood Center _____
- c) Desmond Tutu Center _____
- d) American Red Cross _____
- e) Susan G. Komen _____
- f) American Cancer Society _____
- g) Little Red Door _____
- h) Indianapolis Humane Society _____
- i) Gleaners _____
- j) Other _____

17) Do you know what the Desmond Tutu Center is? (**If YES, ask question below. If NO, go to question 19.**) Yes/No

18) Please respond with your level of agreement (Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree) to the following statement:

I have a clear understanding of the Desmond Tutu Center's mission.

SA	A	N	D	SD
5	4	3	2	1

19) The Desmond Tutu Center's mission is to promote a culture of peace, global justice, and reconciliation. Please rank the terms "peace," "global justice," and "reconciliation" with the first being which you believe to be most important and the third being the least important. (Write ranking number next to each term.)

- a) ___ Peace
- b) ___ Global Justice
- c) ___ Reconciliation

20) On average, how many times do you find yourself engaging in a conversation about social justice each month? _____

READ: Please respond to the following statements by indicating whether you: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree:

21) Social justice organizations get enough attention.

SA	A	N	D	SD
5	4	3	2	1

22) Social justice is something that needs to be addressed on a local scale.

SA	A	N	D	SD
5	4	3	2	1

23) Social justice is something that needs to be addressed on a global scale.

SA	A	N	D	SD
5	4	3	2	1

24) Peaceful discourse is an important tool.

SA	A	N	D	SD
5	4	3	2	1

25) Peaceful discourse fosters relationships between diverse people.

SA	A	N	D	SD
5	4	3	2	1

26) On a scale from 0 to 10, with 0 being terrible and 10 being excellent, how would you rate the Desmond Tutu Center's reputation? _____

27) On a scale from 0 to 10, with 0 being terrible and 10 being excellent, how would you rate the Desmond Tutu Center's communication efforts? _____

Now, I have some general demographic questions for you. Please feel free to answer or not answer any of the following four questions:

28) What is your zip code? _____

29) What is your age? _____

30) What is your ethnicity?

- a) __Caucasian
- b) __African American
- c) __Asian American
- d) __Native American
- e) __Hispanic
- f) __Other
- g) __Prefer not to answer

31) What gender do you identify as?

- a) __Male
- b) __Female
- c) __Gender fluid
- d) __Gender nonbinary
- e) __Transgender
- f) __Other
- g) __Prefer not to answer