

# FOUNDERS FORUM DONOR RECOGNITION SURVEY

## MEMBERSHIP:

On a scale of one to ten, how meaningful is your membership in the Founders Forum?  
(One being least value and ten being the most value) Please circle your response

(Least) 1 2 3 4 6 7 8 9 10 (Most)

Do you perceive the Founders Forum Society to have a strong image within the NIU Family? If no, how would you like to see the image enhanced?

- Yes, the Founders Forum has a strong reputation.  
 No, the Founders Forum does not have a strong reputation.

Comment:

---

Do you feel a strong sense of membership and participation in the Founders Forum Society? If not, what would make you feel more involved?

- Yes, I feel like a part of the Founders Forum "Family."  
 No, I do not feel like a part of the Founders Forum "Family."

Comment:

---

## RECOGNITION AND THANKS:

As a member of the Founders Forum, you have received small gifts of recognition and thanks. Please tell us to what degree you value these gifts:

**Founders Forum Lapel Pin and Chevron** (Chevron denotes your level of giving):

- \_\_\_ I proudly wear my pin and chevron often.  
\_\_\_ I wear my pin and chevron occasionally.  
\_\_\_ I do not wear my pin and chevron.  
\_\_\_ I would prefer not to receive the pin and chevron.

Comment:

---

**Waterford Crystal letter opener (welcome gift received first year of membership)**

- \_\_\_ I enjoy and use my letter opener and display it proudly.  
\_\_\_ I enjoyed receiving a gift of recognition, but do not use this gift.  
\_\_\_ I would prefer not to receive a gift.

Comment:

---

As a member of the Founders Forum, do you think that a specific logo, marketing materials, etc. would enhance the value of membership?

- Yes  No

Comment:

---

Are there other ways of recognizing and thanking that might be more valued—such as:

- University Insider Information  Alumni Travel Information  
 Specific College/Department updates  Project Updates  
 Special Events for Founders Forum members  Other: \_\_\_\_\_

(See Reverse Side)

**ADDITIONAL COMMENTS ON RECOGNITION AND THANKS:**

---

---

---

**EVENTS:**

As a member of the Founders Forum, you receive invitations to a number of events at NIU.

**What do you value most when attending events? (please rank from 1 to 8)**

- |   |                         |
|---|-------------------------|
| _____ Visiting during the reception/cocktail hour     | _____ Entertainment     |
| _____ Opportunities to be a part of the NIU community | _____ An elegant dinner |
| _____ Interesting information to take with you        | _____ An event memento  |
| _____ An opportunity to meet university leaders       | _____ Program content   |

Please indicate the type of event you prefer as well as the time of day and time of year

Type of event (i.e. luncheon, sporting event, cocktail reception, dinner)	Time of day	Time of year
_____	_____	_____
_____	_____	_____

I prefer not to attend events

Comments on Events: \_\_\_\_\_

---

**ADDITIONAL COMMENTS:**

Of all the communications and activities, was there one, or more, that was of MOST value or importance to you as a member of the Founders Forum? If so, please specify which and why.

---

---

Please offer any suggestions for improving our relationship with you as a valued donor and member of the Founders Forum.

---

---

**THANK YOU, ONCE AGAIN, FOR YOUR PARTICIPATION IN THIS SURVEY.  
WE LOOK FORWARD TO HEARING YOUR OPINIONS.**

*Please return your completed questionnaire in the enclosed return envelope and mail to:  
Northern Illinois University, Donor Relations, 138 Altgeld Hall, DeKalb, IL 60115*

**OR**

*Email your responses to: [email@email.com](mailto:email@email.com)*