

GHAC Donor Survey - Script Analysis & Methodology Report

Comprehensive Breakdown of Survey Design and Implementation

Executive Summary

The GHAC Donor Survey represents a sophisticated conversational data collection instrument designed to transform transactional donor relationships into meaningful partnerships. Using behavioral science principles and conversational design methodology, this survey identifies donor archetypes while building emotional connection and trust throughout a natural dialogue flow.

Key Statistics:

- **Total Possible Questions:** 23 (participants see 16-23 based on path)
 - **Completion Time:** 8-10 minutes
 - **Donor Archetypes Identified:** 7 primary personas
 - **Conditional Pathways:** 3 major branches
 - **Response Types:** 9 distinct formats
-

Complete Question Inventory

Question Count by Category

Category	Base Questions	Conditional Questions	Optional Questions	Total
Setup & Consent	2	0	0	2
Core Survey	13	1	0	14
Demographics	0	0	7	7
TOTAL	15	1	7	23

Detailed Question Breakdown

Always Shown (15 questions):

1. Name collection
2. Connection type
3. Arts ecosystem connections
4. Arts importance scale
5. Personal story (optional response)
6. Support motivations
7. GHAC perception
8. Ideal relationship type
9. Future vision
10. Creative identity
11. Future priorities ranking
12. Specific interest areas
13. Communication preferences
14. Conversation value
15. Demographics consent

Conditionally Shown (1 question):

- Engagement barriers (only for non-current supporters)

Optionally Shown (7 questions):

- ZIP code
 - Age range
 - Giving level (conditional within optional)
 - Contact permission
 - Race/ethnicity
 - Gender identity
 - Contact form fields (variable based on preference)
-

Donor Archetypes & Pathways

Seven Primary Donor Personas

1. The Secret Artist

- Creates art privately, understands artist struggles
- Identified through: Q3 + Q10 responses

2. The Impact Investor

- Data-driven, wants measurable outcomes
- Identified through: Q4 (high) + Q6 (tangible impact)

3. The Legacy Builder

- Focused on long-term sustainability and preservation
- Identified through: Q10 (traditional) + Q11 (sustainable funding)

4. The Creative Collaborator

- Wants hands-on involvement
- Identified through: Q9 (skills) + Q12 (volunteering)

5. The Arts Advocate

- Sees arts as essential infrastructure
- Identified through: Q4 (essential) + Q10 (civic responsibility)

6. The Curious Newcomer

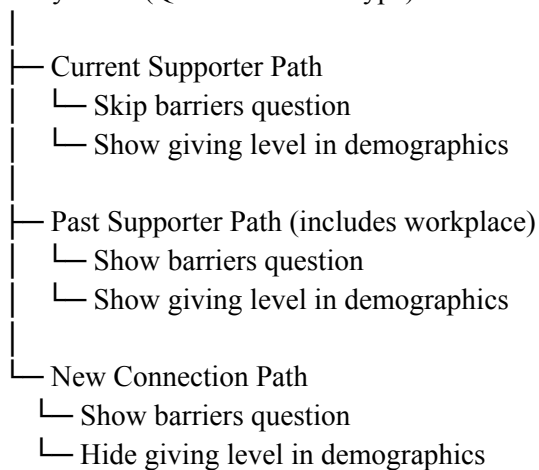
- First-time engagement, needs education
- Identified through: Q2 (first time) + Q12 (learn more)

7. The Connector

- Natural networker and community builder
- Identified through: Q12 (hosting) + Q9 (connect others)

Pathway Architecture

Entry Point (Q2: Connection Type)



Question Types & Categories Analysis

Question Type Distribution

Question Type	Count	Examples	Purpose
Text Input	3	Name, ZIP, Email	Personal identification
Single-Select	7	Connection type, Motivations, Age	Categorical classification
Multi-Select	4	Ecosystem connections, Barriers, Interests	Complex preference mapping
Scale (1-5)	2	Arts importance, Conversation value	Intensity measurement
Semantic Differential	1	GHAC perception (5 sub-scales)	Nuanced perception analysis
Ranking	1	Future priorities (top 3)	Priority identification
Open Response	2	Personal story, Future vision	Qualitative insights
Binary Choice	1	Demographics consent	Gateway decisions
Contact Forms	Variable	Based on communication preference	Contact collection

Thematic Categories

Category	Questions	Methodology Focus
Connection & Context	Q2-Q3	Personalization, Segmentation
Values & Beliefs	Q4-Q5	Emotional resonance, Story collection
Motivations & Perceptions	Q6-Q7	Bias prevention, Neutral framing
Engagement & Barriers	Q8-Q9	User motivation, Barrier identification
Vision & Identity	Q10-Q11-Q12	Creative exploration, Future-casting
Commitment & Next Steps	Q13-Q14	Actionable outcomes, Preference mapping
Gratitude & Demographics	Q15-Q20	Optional disclosure, Relationship building

Understanding "Blocks" in Warren

What is a Block?

A block is the fundamental building unit in Warren's conversational flow. Each block represents one interaction point between the bot and the user. Think of blocks as individual conversation "moments" that can:

- Display a message
- Ask a question
- Process logic
- Navigate to other blocks
- Integrate with external services

Block Types Used in This Survey

1. **Message Blocks** - Amanda's conversational text
2. **Question Blocks** - Collect user responses
3. **Logic Blocks** - Process conditional routing
4. **Media Blocks** - Display video content
5. **Integration Blocks** - Connect to VideoAsk
6. **Variable Blocks** - Store and manipulate data
7. **Jump Blocks** - Control flow navigation

Block Architecture Example

Block 4 (Connection Type Question)

- └─ Message component: "What's your connection..."
- └─ Button component: 6 options
- └─ Variable storage: @connection_type
- └─ Navigation: → Logic Block A → Block 5

Methodology Application by Question

Detailed Methodology Mapping

Block	Question Topic	Primary Methodology	Secondary Methodology	Implementation
B1	Video Welcome	Engagement & Onboarding	Context & Transparency	Warm introduction, expectation setting
B2	Consent	Context & Transparency	Bias Prevention	Clear privacy policy, voluntary participation

B3	Name Collection	Personalization	Conversational Design	Early rapport building, optional response
B4	Connection Type	Usability & Response	User Journey Mapping	Clean categories, no assumptions
B5	Arts Ecosystem	User Motivation	Community Building	Validate all connection types
B6	Arts Importance	Neutral Framing	Scale Design	Balanced 5-point scale without bias
B7	Personal Story	Emotional Depth	Multi-modal Response	Video/audio/text options respect preferences
B8	Support Motivations	Dynamic Personalization	Contextual Framing	Question adapts to supporter status
B9	GHAC Perception	Bias Prevention	Semantic Differential	Neutral bipolar scales
B10	Ideal Relationship	User Motivation	Preference Mapping	Focus on relationship not transaction
B11	Barriers	Empathetic Validation	Honest Disclosure	Acknowledge real challenges
B12	Future Vision	Creative Expression	Qualitative Depth	Open-ended visioning
B13	Creative Identity	Self-Expression	Identity Mapping	Multiple identity facets allowed
B14	Priorities	Forced Ranking	Trade-off Analysis	Reveals true priorities
B15	Interest Areas	Commitment Ladder	No-pressure Exploration	Multiple engagement levels
B16	Communication	Preference Respect	Channel Optimization	Honor communication boundaries
B17	Value Assessment	Feedback Loop	Survey Validation	Measure experience quality
B18-19	Demographics	Progressive Disclosure	Optional Participation	Voluntary additional data

B20	Thank You	Relationship Framing	Long-term Engagement	"Beginning not end" messaging
-----	-----------	----------------------	----------------------	-------------------------------

Design Strengths & Strategic Objectives

Core Design Principles Applied

1. Progressive Trust Building

- Starts with low-stakes connection question
- Builds to personal stories and vision
- Demographics only after value exchange

2. Emotional Safety Architecture

- Every sensitive question has skip option
- Affirming responses to all answer types
- No judgment language throughout

3. Behavioral Nudging

- Progress implicit through conversation
- Affirmations encourage completion
- "Almost done" messaging absent (reduces pressure)

4. Dynamic Personalization

- Name usage throughout (with fallbacks)
- Questions adapt to supporter status
- Responses acknowledge user input

Strategic Objectives Achieved

Relationship Transformation

- Moves from transactional to relational framing
- Positions donors as co-creators, not ATMs
- "Welcome to the studio" final message

Archetype Identification

- Multiple data points triangulate personas
- Behavioral indicators over self-reporting

- Subtle assessment without feeling tested

Barrier Illumination

- Safe space for honest challenges
- "Life feels overwhelming" acknowledges reality
- Solutions-focused follow-up planned

Vision Alignment

- Future-focused questions inspire possibility
- Creative identity questions unlock potential
- Priorities ranking reveals values

Actionable Intelligence

- Specific interest areas for follow-up
- Communication preferences honored
- Engagement ladder opportunities identified

Expected Outcomes & Success Metrics

Quantitative Targets

- **Response Rate:** 20% of 10,000 invited = 2,000 participants
- **Completion Rate:** 85%+ (due to conversational design)
- **Archetype Distribution:** Normal curve across 7 personas
- **Opt-in Rate:** 60%+ for continued engagement

Qualitative Outcomes

- Deep understanding of donor motivations
- Identified barrier patterns for strategic addressing
- Vision alignment between GHAC and community
- Relationship foundation for long-term cultivation

Data Richness

- **Structured Data:** 15-20 quantitative data points per user
- **Unstructured Data:** 2 open response opportunities
- **Behavioral Data:** Completion patterns, skip analysis
- **Calculated Insights:** Archetype scoring, engagement level

Implementation Success Factors

Why This Design Works

1. **Conversational Flow** - Feels like dialogue, not interrogation
2. **Emotional Arc** - Connection → Reflection → Vision → Commitment
3. **Multiple Response Modes** - Respects different expression preferences
4. **Clear Value Exchange** - Participants understand their impact
5. **Respectful Boundaries** - Optional depth, skip allowances

Risk Mitigation Built In

- **Survey Fatigue:** 8-10 minutes optimal length
 - **Abandonment:** Progress saves, can return
 - **Technical Barriers:** Multiple response options
 - **Privacy Concerns:** Clear consent, optional demographics
 - **Bias Introduction:** Neutral language throughout
-

Conclusion

This survey instrument represents best-in-class conversational design, balancing sophisticated data collection needs with genuine relationship building. By treating each participant as a whole person rather than a data point, GHAC positions itself to transform its donor relationships from transactional exchanges to meaningful partnerships in building a thriving arts ecosystem.

The careful application of behavioral science principles, combined with technical implementation considerations and deep respect for participant experience, creates a survey that participants will actually enjoy completing—a rarity that itself communicates GHAC's innovative approach to community engagement.

Bottom Line: This isn't just a survey. It's the beginning of thousands of individual conversations that will collectively reshape how GHAC understands and serves its community.

List Management:

Notes

Biggest priority is the donor list

Donor list

Social

3 Emails → Social

Cleaning the list

20k total

5 years on (3k people)

Last 10 years ()

Last 15 years ()
