

Stronger Roots for Civil Society: Constituency Building of Organizations in the Czech Republic, Hungary and Slovakia

Entry questionnaire

THIS IS A PREVIEW VERSION. IT MAY HELP YOU LOOK UP THE NECESSARY INFORMATION BEFORE YOU FILL IN THE QUESTIONNAIRE. THE ONLY ACCEPTABLE WAY OF SUBMITTING YOUR ANSWERS IS VIA AN ELECTRONIC VERSION OF THIS QUESTIONNAIRE – LINK WILL BE PROVIDED IN THE APPLICATION.

Part 1: General information evaluation questionnaire

Section 1: Introduction

This is the first part of the Entry questionnaire for Stronger roots applicants. Any person in your organization with access to the required information (mostly data from your social media profiles and some financial data) can fill-in this part. Note that you can save your questionnaire if you need more time to look up the data and come back to it later.

Dear Madam/Sir,

We are an **external evaluation research team** based at Schola Empirica, a non-profit organization in Prague. We will be responsible for the evaluation of Stronger Roots for Civil Society Program and we very much look forward to being in contact over the period of the project.

We kindly ask you to fill in this questionnaire. **Yes**, it is a mandatory part of your application. **But** we would like you to see it in a different light, too. Constituency building is an area where not much support has happened yet in Visegrad countries. There is little knowledge about what works and how effective programs like Stronger Roots can be. Yet we want to learn and we hope that you can help us and also learn something for yourself.

By filling in this questionnaire, you will help us set the **baseline**. We will ask you similar questions at the end of the project period and we will be able to see the change. We also encourage you to take this questionnaire as an opportunity to reflect on where you stand at the moment in terms of constituency building. Perhaps it will help you refine your constituency building strategy.

Most importantly, please, be **sincere** with us. In order to conduct useful evaluation, we need truthful input from you.

For some questions, it will mean looking up some information about your organization.

Note, in the whole questionnaire, you can go back to edit answers to previous questions.

We will send you a copy of your answers for your own purposes.

We are very grateful for your time!

Best regards,

Schola Empirica Research Team

Section 2: Description of your organization

The full name of your organization:

Your name:

In which country do you operate?

From which country are you applying for the grant?

1. Czech Republic
2. Hungary
3. Slovakia

CZ and SK: What is your organization's ID in Public Registry of your country (so called IČO)?

Please, fill in the number only, without letters or spaces.

HU: What is your organization's ID in Public Registry of your country (in the format xx-xx-xxxxxxx)? _____

Please, tell us since when (what year) have you been with your organization: _____

Generally, what are the main activities of your organization?

By the main activities, we mean such activities which are central to your organization's purpose.

Select all that apply.

1. Service activities (other than education)
2. Education
3. Advocacy (lobbying)
4. Watchdog activities
5. Research
6. Networking with other organizations
7. Other:.....

Who are the main end beneficiaries of your organization?

End beneficiaries are not necessarily the direct target group of your activities. E.g. if you lobby politicians on behalf of sexual minorities' rights, the end beneficiaries are sexual minorities.

Select all that apply.

- | | |
|--|--|
| 1. Children, pupils or students | 8. Sexual/gender minorities |
| 2. Elderly people | 9. Local community |
| 3. Disabled people and/or people with physical health issues | 10. Members of your organization |
| 4. People with mental health issues | 11. Other socially or economically marginalized people |
| 5. Women | 12. Diffuse (society at large without specification – e.g. transparency and corruption issues) |
| 6. Men | |
| 7. Ethnic/migrant minorities | |

- 13. Animals
- 14. Environment

15. Other:.....

What was the total annual revenue of your organization in 2018 in EUR? _____

Should the number for 2018 not be available yet, you may use the number for 2017.

How many people work in your organization as full-time job equivalent at this moment? Please, consider any form of contract or employment including short-term. _____

What human resources (in terms of full-time job equivalent) does your organization dedicate to the following activities?

For example, if one of your full-time employees is responsible for managing website content and this takes up approximately 25% of his/her working time, and another 0.4 part-time intern is fully dedicated to social media and newsletters, enter 0.65 (0.25 + 0.4) to the item public relations and communication. Please, consider any form of contract or employment including short-term. Please, try to make an estimate even if it is hard.

- 1. Public relations and communication: _____
- 2. Fundraising: _____
- 3. Volunteer management: _____

Section 3: Performance

We would like to ask you for some “hard” data now. It is very important for the evaluation purposes and we very much appreciate the time it may take to look it up. Please, give us as precise number as possible. Probably, the number is going to be 0 for some of the items. That is perfectly fine. We do not expect all organizations to engage in everything.

Number of members (according to your own definition of organizational membership):	
Total number of individual donors to your organization in 2018, both regular and one-off (excluding tax assignments):	
Number of regular individual donors at the moment who have set recurring payments to your organization (excluding tax assignments):	
Total amount of donations from individuals raised in 2018, both from regular and one-off donors (excluding tax assignments; in EUR):	
Total amount of corporate donations raised in 2018 (in EUR):	
Number of unique people (addresses) on your organization’s mailing list(s):	
Number of regular volunteers at the moment (who help you repeatedly):	

Do you suspect any of the numbers you have just entered may be unreliable for any reasons (such as you don't have a maintained database or have not been able to look it up)? Please, explain which and why:

1. Yes, some of these numbers may be unreliable.
2. No, I am confident these numbers are reliable.

Please, comment: _____

Only for HU and SK organizations:

Are you eligible for tax assignment?

1. Yes
2. No

If Yes:

What was the total amount of tax assignment offers in 2018 in EUR?

1.
2. Data are not yet available.

You said the number for 2018 was not yet available. What was the total amount of tax assignment offers one year earlier, i.e. in 2017? _____

How many people offered their tax assignment to your organization in 2018?

1.
2. Data are not yet available.

You said the number for 2018 was not yet available. How many people offered their tax assignment to your organization one year earlier, i.e. in 2017? _____

All continue

Does your organization have any strategic document or written internal guideline on...

- a) public relations and communication?
- b) fundraising?
- c) volunteer management?

1. Yes
2. No

Section 4: Communication (performance)

Your organization's main website: _____

Normally, what is the average number of unique visitors on your organization's main website per month?

1.
2. I don't know and I am not able to look it up.

How often does your organization typically publish new content on this website?

1. (Almost) daily
2. A few times a week
3. A few times a month
4. About once a month
5. Less often

On which social media does your organization communicate regularly?

Select all that apply.

1. Facebook
2. Instagram
3. Twitter
4. YouTube
5. Other
6. None

For Facebook:

Link to your organization's main Facebook page: _____

Some organizations run separate Facebook pages for some projects or campaigns or other purposes. Please, give us links to up to three most important Facebook pages of your organization other than the main page:

Additional Facebook page 1: _____

Additional Facebook page 2: _____

Additional Facebook page 3: _____

Number of followers of the organization's main Facebook page: _____

Please, add up all followers on the Additional Facebook pages you have listed (other than then main page). How many are they? _____

How often does your organization typically publish new content on the main Facebook page?

- | | |
|------------------------|------------------------|
| 1. Several times a day | 5. A few times a month |
| 2. (Almost) daily | 6. About once a month |
| 3. A few times a week | 7. Less often |
| 4. About once a week | |

For Instagram

Link to your organization's main Instagram feed: _____

Some organizations run separate Instagram feeds for some projects or campaigns or other purposes. Please, give us links to up to three most important Instagram feeds of your organization other than the main page:

Additional Instagram feed 1: _____

Additional Instagram feed 2: _____

Additional Instagram feed 3: _____

Number of followers of your organization's main Instagram feed: _____

Please, add up all followers on the Additional Instagram feeds you have listed (other than then main feed). How many are they? _____

How often does your organization publish new content on the main Instagram feed?

- | | |
|------------------------|------------------------|
| 1. Several times a day | 5. A few times a month |
| 2. (Almost) daily | 6. About once a month |
| 3. A few times a week | 7. Less often |
| 4. About once a week | |

For Twitter

Link to your organization's main Twitter feed: _____

Number of followers of your organization's main Twitter feed: _____

How often does your organization publish new content on the main Twitter feed?

- | | |
|------------------------|------------------------|
| 1. Several times a day | 5. A few times a month |
| 2. (Almost) daily | 6. About once a month |
| 3. A few times a week | 7. Less often |
| 4. About once a week | |

For YouTube

Link to the organization's main YouTube channel: _____

Number of followers of your organization's main YouTube channel: _____

How often does your organization publish new content on the main YouTube channel?

- | | |
|------------------------|------------------------|
| 1. Several times a day | 5. A few times a month |
| 2. (Almost) daily | 6. About once a month |
| 3. A few times a week | 7. Less often |
| 4. About once a week | |

For other social media

Please, list relevant links to your organization's other social media pages, channels, or feeds: _____

All continue

Q20 Does your organization or any of its services have a newsletter for people (mainly) outside of your organization (the public, volunteers etc)?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

If Yes:

Number of subscribers in your newsletter: _____

If you have multiple newsletters for different groups, consider only the biggest one.

Which of the following options best describes the frequency of your biggest newsletter: _____

1. Weekly or more often
2. Monthly or bimonthly
3. Quarterly
4. Other.....

Open rate of your latest newsletter: _____

If you have multiple newsletters for different groups, consider only the biggest one.

1.
2. I don't know and I am not able to look it up.

All continue

Does your organization monitor media with respect to its own publicity?

1. Yes, we do this by ourselves (in house).
2. Yes, we pay for a media monitoring service.
3. No.

Please list two major off-line events organized by your organization in the past 12 months:

Event 1:

- a. Name of the event: _____
- b. Goal of the event: _____
- c. Target group: _____
- d. Number of visitors/participants: _____

Event 2:

- Name of the event: _____
- Goal of the event: _____
- Target group: _____
- Number of visitors/participants: _____

Finally, we would like to know your e-mail address within the organization so we can send you the confirmation of filling out this survey and your answers. _____

End of Part 1

Part 2: Short evaluation questionnaire for organizations' leaders

Section 1: Introduction

This is the second part of the Entry questionnaire for Stronger roots applicants. This part needs to be filled-in by organization's executive director/leader. This is important for rigorous evaluation.

Dear organization's director/leader,

We are an **external evaluation research team** based at Schola Empirica, a non-profit organization in Prague. we will be responsible for the evaluation of Stronger Roots for Civil Society Program.

We very much appreciate your time filling in this questionnaire and promise it will **only take about 5 minutes to finish.**

It is important for rigorous evaluation that you, as your organization's leader, fill-in this questionnaire. We will ask you similar questions as follow-up at the end of the project.

PLEASE, ONLY CONTINUE IF YOU ARE YOUR ORGANIZATION'S LEADER/EXECUTIVE DIRECTOR. Otherwise, please close this questionnaire and send the link to your organization's leader. Thank you.

Best regards,

Schola Empirica Research Team

Section 2: Satisfaction with performance in selected activities

Please, consider the following activities. If you engage in these activities as organization, try to assess how satisfied or dissatisfied you are with your organization's performance (satisfaction). Take approximately past 12 months into account and consider your organizational know-how, processes and results in these activities.

For each activity, also asses how important you consider it for the best possible functioning of your organization (importance).

Please, provide us with a truthful account. Do not be afraid or ashamed to share the information with us that some things are not functioning as you would like to. Such information will not affect your chances to receive the grant but will help us set a correct baseline for the project evaluation and understand the stage of constituency building in the respective country.

	Satisfaction						
	Very satisfied	Moderately satisfied	Slightly satisfied	Slightly dissatisfied	Moderately dissatisfied	Very dissatisfied	We do not engage in these activities

Recruiting volunteers							
Systematic work with volunteers							
Fundraising from individual donors							
Fundraising from companies							
Communication outreach to the general public							
Communication outreach to your target group(s)							
Getting insights and ideas from the end beneficiaries of your activities							
Getting insights and ideas from the general public							
Communication of your organization's results and achievements outside of your organization							
Getting insights and ideas from experts							

	Importance		
	Very important	Moderately important	Not so important
Recruiting volunteers			
Systematic work with volunteers			
Fundraising from individual donors			
Fundraising from companies			
Communication outreach to the general public			
Communication outreach to your target group(s)			
Getting insights and ideas from the end beneficiaries of your activities			

Getting insights and ideas from the general public			
Communication of your organization's results and achievements outside of your organization			
Getting insights and ideas from experts			

Section 2: Identification of your organization

The full name of your organization:

Your name:

In which country do you operate?

From which country are you applying for the grant?

1. Czech Republic
2. Hungary
3. Slovakia

For CZ and SK: **What is your organization's ID in Public Registry of your country (so called IČO)?**

Please, fill in the number only, without letters or spaces.

For HU: **What is your organization's ID in Public Registry of your country (in the format xx-xx-xxxxxxx)?**

Finally, we would like to know your e-mail address within the organization so we can send you the confirmation of filling out this survey and your answers: _____

End of Part 2