Non-Profit Organization Data Gathering Worksheet

I – Basic information about the organization:

Legal Name:

When founded:

Tax status:

Current officers:
Current board members

Clients/Populations served

Service area

Important milestones in organization’s history
Important events in organization’s history

Important achievements in Organization history

Evidence of growth

Evidence of impact
II – Mission Values

What is your organization’s mission/purpose?

What is the exact mission statement?

Who has benefitted from your organization’s efforts?
III – Describe the audience for the website:

Members, Supporters, Volunteers

First time visitors

People being served by organization

Potential Donors
IV – Information for Donors

How can donors contribute?

To what specific programs or purposes they can they make donations

What are the organizations fundraising goals and progress to date?

How will donations be used or handled?
What is the tax deductibility of donations?

Why is donating to your organization meaningful to your donors? What is your value proposition?
V – Information for Volunteers

How can volunteers get involved in your organization?

Why should volunteers give their time to your organization? What is your value proposition?

What is the impact that volunteers have made/can make to the organization?

What are the current volunteer opportunities?
How can volunteers indicate their interest?
What other information should be communicated through the website?