

Joanna Scott – Observer/Note Taker
Dionne Gomez - Moderator
Ashlen Courtney – Observer/Note Taker
Gina Knapik - Moderator
Nicolás Tiparescu – Logistics Coordinator

Focus Group Interview Guide

Objective: To understand the habits, beliefs and attitudes about donations for Chicago Little Sisters of the Poor organization.

Respondents: Current donors who financially support Chicago Little Sisters of the Poor

Outcomes: Research insights that will support idea generation for increasing donations

Arrival of Participants:

Participants will have the opportunity to eat dinner and should complete a nametag with their first name.

Welcome & Introduction:

Good evening. My name is Dionne Gomez, and I am a student at DePaul University. Thank you for taking the time to be here. I am working with a group from the university to learn more about how the Chicago non-profit organization Little Sisters of the Poor is financially funded. You were asked to participate in this evening's discussion due to your prior involvement as a donor.

I have a few questions to ask you, and am interested in your honest opinions. Please answer candidly, and know that there are no right or wrong answers. Speak up, if you agree or disagree as we are looking for a wide range of opinions.

This discussion will be recorded so that my group is able to best represent our findings, but I want you to know that all information gathered will remain confidential and will not be associated with you as an individual. Following this discussion, my group will put a report together with our findings that will contain summaries and commonalities from our time together, but will not include specific names.

Before we start, I am going to make a couple requests. Everyone's opinion is important, so please speak one at a time. Additionally, some individuals have a tendency to talk more while others are natural listeners so if I haven't heard from you in awhile I may call on you. This is just to make sure all opinions are voiced.

At this point do you have any questions? If you think of any later on in our discussion, please feel free to ask. Lastly, remember there are no right or wrong answers.

Participant Introductions:

Let's begin by going around the room for introductions. Tell us your name, what neighborhood you live in and an interesting fact about yourself.

Moderators will go first.

Participants will introduce themselves

Questions:

1. Can you give a brief description of your community – i.e. types of people, political views, religious views, entertainment. (*Moderator gives example.*)
2. Take a minute to think about non-profit organizations in the Chicago area, specifically those that you know solicit donations. What organizations come to mind, and can you give a brief description of them?
Probing
 - a. What is their purpose (what do they do)?
 - b. How do these organizations ask for financial support?
3. What is the best way to go about asking for donations?
Probing
 - a. How often should an organization ask donors for support?
 - b. What types of communication tools are useful?
4. What non-profit organizations do you support financially?
5. Why do you support these non-profits? (What is your motivation?)
 - a. How does donating make you feel?
6. How did you hear about Chicago Little Sisters of the Poor?
Probing
 - a. Why do you support it? (Client wants to know – Is it because of the mission? Location? Sisters' mission?)
 - b. What makes you want to support it over another?
 - c. How often and when do you support it?
 - d. How do you go about supporting them – online, event, check, in-person?
 - i. If you don't donate online, why not? Would you ever consider it?
7. What adjectives would you use to describe the Little Sisters of the Poor?
Probing
 - a. *For interesting words* – what made you think of that word?
 - b. What do you like most about Chicago Little Sisters of the Poor?
8. How do you think the Chicago community perceives the Little Sisters of the Poor?

9. How do you stay updated with the needs of Chicago Little Sisters of the Poor?
Probing
- a. Do you receive newsletters, email blasts, check the website, or attend events? (*Specify which ones – print or electronic.*)
 - i. Would you change anything about the communication outlets – i.e. website, newsletters? If so, what?
 - ii. What information would you like to receive from the Chicago Little Sisters of the Poor?
 - b. How do you prefer to receive updates or information (website, social media, phone call, thank you card)?
 - c. Do you volunteer at the home?
10. How do you feel that your donation impact's the Sisters' mission? (Client wants to know – Do donors know where the budget comes from? E.g. more than 3 million come from private donors. Does it matter? Do they think their gift makes a difference?)
11. What do you think Chicago Little Sisters of the Poor should do in order to get other people, such as your friends, family or colleagues, to donate to the organization?

Closing:

Check to see if observers/note takers have questions that need to be asked.

Before we end our time together, do you have any questions?

Participants have the opportunity to ask questions.

Thank you very much for coming and answering our questions. Your comments have been very helpful. This concludes our time. Thank you.