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**XXXXX UNIVERSITY – STUDY FOR THE FUTURE**  
**INTERVIEW QUESTIONS**  
**(Developed in consult with GonserGerber LLP)**

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Date: \_\_\_\_\_

Interviewee: \_\_\_\_\_ Interviewer: \_\_\_\_\_

**Connection with XXXX University**

1. Tell me about the history of your relationship with the University? What is the nature of the relationship you have with the University now?
2. What was your best experience while attending University?
3. Are you in contact with (other) University Alumni or Staff? *Who are they?*
4. Are familiar with the many ways to connect with alumni? (LinkedIn, Facebook, Alumni web site)

**Familiarity with Universtiy**

4. On a scale of 1 – 5, how would you rate the quality of University's reputation today and why? (1 poor – 5 excellent):  
  
1            2            3            4            5
5. On a scale of 1 to 5 (1 being not connected and 5 being very connected) how connected do you feel with University today? (examples of a 5: look forward to the alumni magazine, give annually, communicate with people who work there, know people on the Board or key volunteers, etc.).  
  
1            2            3            4            5

Do you read University Magazine?

Do you prefer hard copy or electronic format?

**Passions and Interests**

6. What are some your personal interests, hobbies and passions?

7. Can you share with me some of the organizations you support?  
Why are these your top priorities?
8. Can you think of a time when you felt your gift made an impact on an organization?
9. Have you considered supporting an organization through your estate plans?
10. Among multiple opportunities, many alumni and friends support University through the University Fund, Planned Giving Society and 1000 Gift Club. Have you received information on any of these opportunities?

### **Strategic Plan & Campaign**

11. We are seeking input regarding areas of emphasis to help University develop a campaign aligning with the strategic plan, University's Promise. Which area would you be most interested in and why?  
  
Scholarship, Capital Projects, Faculty Support, Programs
12. How would you see yourself being involved in this effort?

### **Career Development**

13. Are you aware that students **and** alumni have access to University's Career Development office?
14. Is your employer interested in hiring United States Veterans?
15. Would you be able/willing to connect your company/employer to the University Career Development office?

### **Other Resources**

16. What other resources/opportunities might you offer to help University?
17. What other resources/opportunities might University offer to you?
18. Is there anything else you would like to share with me today that we have not discussed?