

MODERATOR'S GUIDE

FOR STAKEHOLDER INTERVIEWS



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Participant Name:

Test Date:

Moderator:

INTRODUCTION ◀ (5 minutes)

I'm (Moderator First Name) and I'll be doing research today for a company called Boy With A Ball. Thanks for agreeing to meet with me and answer a few questions. I wanted to mention that I'll be recording today, so I wanted to you to read through this consent form and let me know if you have any questions.

Review Informed Consent

BEGIN RECORDING

RESEARCH OVERVIEW ◀

For today's session, I will be asking you questions about the organization, your volunteers and your donors. There are no right or wrong answers, and if you don't feel comfortable answering anything, please feel free to pass on the question, and we'll move right along. I'd love for this to be a conversation, so please feel free to stop me and clarify anything if I'm not making sense. If you're ready, we'll go ahead and get started!

WARM-UP QUESTIONS ◀ (5 minutes)

1. Can you tell me a bit about your role in Boy With A Ball?
2. Describe for me some of the intentions of the BWAB website?
3. If you had to select the top 3 things your website does/should do, what would they be?
4. What would be some future goals you would like to see happen with the BWAB website?

CORE INTERVIEW QUESTIONS ◀ (15 minutes)

Volunteers and Mentorship:

1. Can you tell me a little bit about the mentorship program?
Follow Up: How do you go about finding volunteers?
Follow Up: What would you consider to be success in this space?
2. What does an ideal volunteer look like?
Follow Up: What is their time commitment?

Follow Up: What does an average volunteer opportunity look like?

Follow Up: Are there additional opportunities to serve?

Donorship:

1. Can you tell me a little bit about how you secure funding?
2. Can you tell me a little bit about your typical donors?
3. Do you do any sort of hard ask, or marketing campaigns?
4. How are donations collected?
Follow Up: How has this worked for you to this point?
Follow Up: What tools or technology might help with this process?
5. What types of information do potential donors need in order to make a decision to give?

COOL DOWN ◀ *(2 minutes)*

Our session is almost finished. Do you have any thoughts or questions that you would like to share with me before we wrap up?

WRAP UP ◀ *(1 minute)*

Thank you so much for sitting down with me today, I really appreciate your time and your answers are going to be very helpful as we build a better web experience for Boy With A Ball's donors and volunteers. I'll talk to you soon.

END RECORDING