

APRIL 2012

SCHREINER MEMORIAL LIBRARY  
CAMPAIGN PLANNING STUDY  
SURVEY QUESTIONNAIRE

Name: \_\_\_\_\_

QUESTIONS:

(1.) Are you or your family regular patrons of the library?

Yes \_\_\_\_ No \_\_\_\_

Comments:

(2.) Are you familiar with the revised plans for the remodeled and expanded building for the Schreiner Memorial Library?

Yes \_\_\_\_ No \_\_\_\_

Comments:

(3.) Do you think the library expansion is needed?

Yes \_\_\_\_ No \_\_\_\_ Unsure \_\_\_\_

Comments:

(4.) What are the most compelling reasons to support the library project? Were these reflected in the initial case statement you received with this survey?

(5.) How will the expanded library benefit the Lancaster community?

(A.) Will it serve as a community gathering place?

Yes \_\_\_\_ No \_\_\_\_ Unsure \_\_\_\_

Comments:

**(B.) Will it increase the attraction of Lancaster to individuals moving to Southwest Wisconsin?**

**Yes \_\_\_\_ No \_\_\_\_ Unsure \_\_\_\_**

**Comments:**

**(6.) Do you feel that the residents of Lancaster will financially support a remodeled and expanded library?**

**Yes \_\_\_\_ No \_\_\_\_ Unsure \_\_\_\_**

**Comments:**

**(7.) What level of private donations do you think can be raised?**

**\_\_\_\_ \$3,000,000 \_\_\_\_ \$2,500,000 \_\_\_\_ \$2,000,000 \_\_\_\_ \$1,500,000 \_\_\_\_ Other**

**Comments:**

**(8.) What length of fund raising campaign will be needed to raise the amount in your answer to #7 above?**

**\_\_\_\_ 12 months \_\_\_\_ 18 months \_\_\_\_ 2 years**

**(9.) Do you agree with the idea of using "naming rights" for large contributions? What areas are appropriate for naming rights, if any?**

**(10.) Which individuals, corporations, foundations would be most likely to contribute a leadership gift (\$100,000 pledged over 5 years) to the campaign?**

**(11.) Do you know of any individuals or families who have moved from the area but still have ties to the Lancaster area?**

**(12.) In addition to those who have already volunteered for the project, who do we need on the campaign committee to make this successful? Who would be the *best* person or persons to chair the campaign?**

**(13.) *This is in no way a request for a gift,* but where do you see yourself in this picture in terms of both volunteerism and a gift to the campaign? Where does the library rank among your personal interests in terms of making a gift?**

**(14.) What other factors might affect the success of the campaign?**

**(15.) Who else should be interviewed as part of this study?**

**Additional comments: (please also use the back if needed)**

**Thank you so much for your participation.**