

PRELIMINARY MARKETING SURVEY

Non-Profit Ministry

CORNERSTONE COMMUNICATIONS COMPANY
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Please take time to fill out this questionnaire as completely as you can. The information contained on this form will help to define objectives, create plans and strategies and develop creative materials for

use in promoting this ministry.

CONTACT NAME:

ORGANIZATION NAME:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

PROJECT NAME:

Please answer the following questions as completely as possible. If unsure of the information, please consider it, make notes and bring thoughts on the subject to the initial meeting. If more than one person will be involved in the decision-making process, please have everyone fill out one survey or do it collectively. Attach samples of all existing printed materials and/or those you like. It is also helpful to have copies of graphics that you find appealing. Samples of logos, ads, brochures, websites etc. from other organizations, trade journals or competitors can be a good source of input.

1) Describe the primary focus of this ministry. (What do you want people to see and know about you?)

2) Describe the primary target audience for this ministry.

3) State basic goals and what you would like to see done to accomplish them?

4) Is there an existing positioning statement (Tagline)? Mission Statement?

5) What promotional efforts have worked best in the past for this ministry?

6) Provide a good general description of the products and services to be promoted and what makes them unique.

7) List all similar organizations and or ministry efforts.

8) List one or two main points that should be communicated through promotional messages.

9) Describe what media will be used to communicate messages now?
In the future? (Ads, direct mail, flyers, web etc.)

10) List all relevant trade associations and/or trade publications

11) Describe the overall tone that should be sought and mention any symbols that should be avoided.

12) Describe any specific symbols that you would like to see used in graphic designs.

13) How many colors will be utilized in printing materials? What are they?

How will materials be printed?

Are there any existing colors that should be utilized?

14) Indicate event dates and the optimum time frame for communication efforts to take place.

15) Has a communications budget been established?

Project Budget

First year budget.

Second year budget

Circle any marketing services that are needed:

Logo Design

Stationery (letterhead, envelopes, business cards)

Public relations

Brochures

Corporate sales & capabilities materials

Website

Vehicles

Advertising(List publications)

Flyers/Posters

emarketing/Social Media

Newsletter

Development/Fundraising materials

Signage

Other:

Note: Please attach the following if available:

Existing Ads of any kind

Existing promotional materials

Graphic styles that appeal to you (funky, conservative, trendy, upscale, etc.) Magazines are a good source for this. Include any pieces you think show what you are trying to project in your business.

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Existing Business card/Stationery

Forms currently used or style of forms desired