Internal Branding Survey Questions
(Target Participant interviews and discovery should inform your responses.)

OUR AUDIENCE

Who is our target audience or audiences? Categorize into primary and secondary targets.

Describe their needs, characteristics, demographics.

What are the values they look for in organizations?

Why will your supporters and participants choose and engage with your projects and its programs and services?

How would you like your supporters to perceive your organization?

ORGANIZATION

If your organization was a person, what would they be like and why (traditional/modern, flexible, welcoming etc.).

What do you feel are your competitive advantages?
SERVICES

What makes your organization and its offerings/community/services different from similar offerings in the marketplace?