

## **Firefighters Charitable Foundation Interview Plan**

### **Introduction Script:**

Our team is working on a website redesign for the Firefighters Charitable Foundation. We are hoping that our improvements will help those who want to get involved and support the foundation. Your insight is very valuable to us. Please do not be afraid to share your honest opinions. This interview will be about 15 minutes and you will be anonymous. However, it will be recorded and transcribed. Do you give your consent? Let's begin.

### **Iterated Interview Questions:**

1. How are you? How is your day going?
2. When a non-profit organization asks you to "Get Involved," what actions or thoughts come to mind?
3. Are you more likely to support a national or local organization and why?
4. What tools or resources do you use to find and support non-profit organizations?
5. When you are thinking through whether you would like to get involved in a cause/non-profit, what motivates you to take the step to do so?
6. What causes are you involved with?
7. Tell me about a time that you got involved in a cause that you care about.
8. Can you walk me through how you decided to support them? (Time, money, donation, etc).
9. How often do you volunteer or get involved?
  - a. If not often, ask...What factors prevent you from getting involved?
10. When was the last time you donated to an organization?
  - a. How did it go?
  - b. Would you do it again?

I want to take this time to switch gears and focus more specifically on fire-related questions.

11. Have you or someone you know been affected by fire or wildfires?
  - a. If yes, can you share that experience with me?
  - b. Follow up, What services did you/someone you know use in the aftermath of the fire?
12. As wildfires increase in frequency, can you tell me how your community has been impacted?
13. Have you felt the need/desire to get involved in fire-disaster relief? If so, how are you involved?
14. What would encourage you to become more involved in contributing to fire-disaster relief efforts?
15. Is there anything else you would like to share that we did not cover?

**FirefiDraft Interview Questions:**

1. How are you? How is your day going?
2. When you hear the words “get involved” what comes to mind?
3. Would you be more likely to support a national or local organization? Why?
4. What tools or resources do you use to find and support causes?
5. What motivates you to get involved?
6. Why do you typically get involved?
7. Where do you get involved?
8. When was the last time you volunteered somewhere? How was it? How did it go? Would you do it again?
9. Why do you choose to donate to causes?
10. When was the last time you donated to an organization to help others? How did it go? Would you do it again?
11. What prevents you from getting involved in causes you care about?
12. Have you ever been affected by fire? How so?
13. If you have been impacted by fire, would you share your experience in receiving aid or assistance after a fire?
14. What do you think about the increase in wildfires?
15. Has this increase in wildfires impacted your community? If so, how?
16. Have you felt the need to get involved? Why or why not?
17. What would you like to see on a website to encourage you to get involved or make a donation to the Firefighters Charitable Foundation?
18. Any other insights or ideas that we didn't cover?

**Instructional Staff Feedback:**

Some questions are leading – start with “Walk me through” Tell me about” etc

Tell me about a time that you got involved getting in a cause that you care about.

5 & 6 - What capacity?

Think about capacity and be specific as possible

Do a better sense of guidance to ensure answers are comprehensive answers

12 - Have you ever been impacted or known anyone who has been affected?