

Pro Bono Sector Impact Toolkit

A PRACTICAL GUIDE FOR MEASURING THE IMPACT
OF YOUR ORGANISATION'S LEGAL PRO BONO WORK

THE **NATIONAL**
PROBONO CENTRE

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Designing a survey

In this resource, we look at how to ‘top and tail’ a survey – in other words, how to write your introduction and profile questions. We also include some guidance on distributing a survey and some of the software options for this.

Introduction

All surveys need to have an introduction which explains, at minimum:

- why the person/organisation is receiving the survey;
- how you will use their data;
- confidentiality statement;
- your contact details;
- your privacy policy.

Here is an example of a survey introduction:

Thank you for taking a few minutes to share your feedback on the legal support you received from [organisation name].

We use this feedback to understand what has worked well, how we can improve, and to demonstrate the impact of our work. Your responses may be used for learning, evaluation and reporting purposes.

The survey is confidential. We will not use your name or personal details in any of the reporting (adapt as needed).

All information will be stored securely and used in line with our privacy policy: [link].

If you have any questions about this form, please contact [name/email].

Profile data

You may wish to include some profile questions at the end of your questionnaire. These can help you understand whether the people responding reflect your wider client group and whether experiences or outcomes differ across groups.

These questions should be optional, and you should make this clear by including wording such as:

The following questions help us understand who has responded to this evaluation and their experience of our service. You do not have to answer these questions.

Some typical examples of profile questions would include:

- age range;
- first part of postcode;
- gender;
- disability.

You can adapt or remove questions depending on what information is appropriate, proportionate and useful for your organisation.

Distribution

Survey data can be collected through a range of media, which typically include (but aren't limited to):

- face-to-face surveys;
- telephone surveys;
- paper surveys; and
- online surveys.

Online surveys are the most popular way to collect survey data. They benefit from a high response rate compared to other methods, as well as fast response times and lower administrative burden. You can gather and process data efficiently, and some online survey tools offer built-in data analysis and visualisation.

However, you should always be mindful of reaching people with low digital literacy or limited internet access. There can also be costs associated with using online survey tools.

Some popular online survey tools include Microsoft Forms, SurveyMonkey and Google Forms. These platforms all allow survey data to be exported in formats such as an Excel spreadsheet.

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