

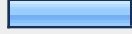
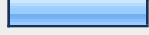
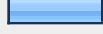

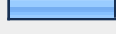


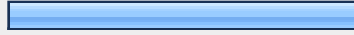
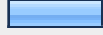








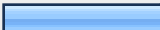
Individual Donor Survey - Human Services

1. Last year, in 2008, approximately how much did you contribute in total to charities in the St. Louis region?			
		Response Percent	Response Count
\$0-\$249		2.3%	1
\$250-\$499		7.0%	3
\$500-\$999		18.6%	8
\$1,000-\$2,499		20.9%	9
\$2,500-\$4,999		14.0%	6
\$5,000-\$9,999		11.6%	5
\$10,000-\$25,000		16.3%	7
\$25,000 or more		9.3%	4
		answered question	43
		skipped question	0

2. Last year, in 2008, what was the approximate total number of charities in the St. Louis region to which you gave money?			
		Response Percent	Response Count
1-3		23.3%	10
4-8		53.5%	23
9-15		14.0%	6
16-25		4.7%	2
25 or more		4.7%	2
		answered question	43
		skipped question	0








3. Last year, in 2008, what was the largest single gift you made to any charity?			
		Response Percent	Response Count
Less than \$100		4.7%	2
\$100-\$249		14.0%	6
\$250-\$499		9.3%	4
\$500-\$999		16.3%	7
\$1,000-\$1,999		18.6%	8
\$2,000-\$5,000		14.0%	6
\$5,000 or more		23.3%	10
		<i>answered question</i>	43
		<i>skipped question</i>	0

4. How long have you been giving money to the charity to which you made your largest gift in 2008?			
		Response Percent	Response Count
This was my first gift		4.7%	2
2 years		9.3%	4
3-4 years		9.3%	4
5-7 years		16.3%	7
8-10 years		9.3%	4
More than 10 years		51.2%	22
		<i>answered question</i>	43
		<i>skipped question</i>	0







5. What is the single most important reason you donated to the charity referenced in questions 4 and 5?			
		Response Percent	Response Count
I believe in their mission		59.5%	25
I know someone that they serve		0.0%	0
I volunteer with them		11.9%	5
A good friend is involved with them		2.4%	1
They have events that I always attend.		2.4%	1
They do a good job of making me feel appreciated		0.0%	0
Other (please specify)		23.8%	10
		answered question	42
		skipped question	1

6. Please rate the following fundraising activities in terms of their effectiveness in motivating you to donate to a charity, using a scale of 1-7 (1 = extremely effective; 7 = not at all effective).





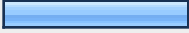
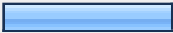
	1	2	3	4	5	6	7	Response Count
Direct mail solicitation	9.5% (4)	14.3% (6)	16.7% (7)	19.0% (8)	9.5% (4)	9.5% (4)	21.4% (9)	42
Telephone solicitation	4.8% (2)	0.0% (0)	16.7% (7)	7.1% (3)	9.5% (4)	9.5% (4)	52.4% (22)	42
Online giving opportunity	4.8% (2)	4.8% (2)	21.4% (9)	14.3% (6)	16.7% (7)	7.1% (3)	31.0% (13)	42
Personal visit by staff or board member	23.8% (10)	26.2% (11)	11.9% (5)	14.3% (6)	9.5% (4)	4.8% (2)	9.5% (4)	42
Gala dinner or other similar event	14.3% (6)	35.7% (15)	11.9% (5)	16.7% (7)	11.9% (5)	4.8% (2)	4.8% (2)	42
Golf tournament	9.5% (4)	21.4% (9)	11.9% (5)	7.1% (3)	4.8% (2)	19.0% (8)	26.2% (11)	42
Planned gift seminar	7.3% (3)	0.0% (0)	7.3% (3)	7.3% (3)	7.3% (3)	29.3% (12)	41.5% (17)	41
News article about the charity or other marketing efforts	7.1% (3)	23.8% (10)	19.0% (8)	19.0% (8)	9.5% (4)	7.1% (3)	14.3% (6)	42
	<i>answered question</i>							42
	<i>skipped question</i>							1

7. How has the current economic crisis affected your giving plans for 2009? (check all that apply)			
		Response Percent	Response Count
I plan to give less than I did in 2008.		27.9%	12
I plan to delay my gifts until I see how things shake out.		16.3%	7
I plan to donate the same total as last year, but will reduce the number of charities to which I donate in order to have a larger impact with a select few.		20.9%	9
I plan to give the same total as last year, but will spread it around more charities than before since everyone's needs have grown.		0.0%	0
I plan to give more this year.		7.0%	3
I can't give as much, but I plan to volunteer more to make up the difference.		2.3%	1
I am not sure how my giving will be effected.		23.3%	10
Other (please specify)		20.9%	9
		answered question	43
		skipped question	0

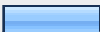



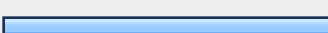



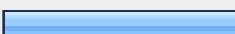

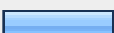

8. Check all of the following statements with which you agree.

		Response Percent	Response Count
I am now more willing to give for general operating support.		73.8%	31
I only want my funds to go to program support.		14.3%	6
I am less likely to support a capital campaign at this time.		35.7%	15
I am less likely to support an endowment fund campaign at this time.		35.7%	15
I am interested in looking at alternative ways of giving, such as planned gifts or charitable gift annuities.		9.5%	4
Other (please specify)		9.5%	4
		answered question	42
		skipped question	1


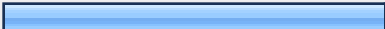





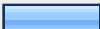


**9. In what ways has the current economic crisis changed the way you evaluate the charities to which you donate?
(check all that apply)**

		Response Percent	Response Count
I am spending more time looking at the impact of their work and how they use my money.		46.2%	18
I spend more time reading nonprofits' annual and financial reports.		7.7%	3
I am interested in taking a tour or talking with the charity's staff to learn more about their needs?		12.8%	5
I am focusing on how charities are attempting to reduce costs and operate more efficiently.		43.6%	17
I spend more time talking with friends and colleagues about the charities they support and why.		28.2%	11
Other (please specify)		25.6%	10
		<i>answered question</i>	39
		<i>skipped question</i>	4

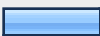


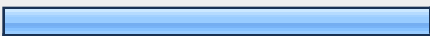
10. In your opinion, what should nonprofits be doing this year in response to the economic crisis? (check all that apply)

		Response Percent	Response Count
Cut expenses across the board		14.3%	6
Reduce expenses as long as there is no reduction in services to clients		64.3%	27
Communicate more with donors		42.9%	18
Communicate less with donors to save money		4.8%	2
Increase overall marketing efforts to raise awareness and attract new donors		50.0%	21
Focus on increasing support from current donors		31.0%	13
Hold more fundraising events		11.9%	5
Hold fewer fundraising events		4.8%	2
Focus on one-on-one solicitations		35.7%	15
More direct mail appeals		2.4%	1
Fewer direct mail appeals		16.7%	7
Other (please specify)		11.9%	5
		<i>answered question</i>	42
		<i>skipped question</i>	1

11. What responses have you seen so far from your favorite charities in response to the economic crisis this year?

		Response Percent	Response Count
Cut expenses across the board		22.0%	9
Reduction in non-program expenses		58.5%	24
More communication		39.0%	16
Less communication		9.8%	4
Increase in overall marketing efforts to raise awareness and attract new donors		22.0%	9
More fundraising events		4.9%	2
Fewer fundraising events		2.4%	1
More direct mail appeals		14.6%	6
Fewer direct mail appeals		2.4%	1
Other (please specify)		19.5%	8
		<i>answered question</i>	41
		<i>skipped question</i>	2

12. Assuming that the economy begins to recover later this year and into 2010, which of the following statements best describes you.

		Response Percent	Response Count
I will probably go back to giving at the same levels as I did before the recession.		14.6%	6
I will likely be more cautious about how much I give.		2.4%	1
I may give at previous levels, but I will probably give to fewer organizations so my gifts will have a greater impact.		17.1%	7
It is too soon to know what the long-term effect will be.		65.9%	27
		<i>answered question</i>	41
		<i>skipped question</i>	2

13. Please share with us any other comments or suggestions you have regarding local charitable organizations and how they are responding to the current economic situation.

		Response Count
		8
		<i>answered question</i>
		8
		<i>skipped question</i>
		35