Individual Donor Survey - Arts

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	1.6%	2
$250-$499	4.8%	6
$500-$999	9.6%	12
$1,000-$2,499	16.0%	20
$2,500-$4,999	17.6%	22
$5,000-$9,999	**19.2%**	**24**
$10,000-$25,000	12.0%	15
$25,000 or more	**19.2%**	**24**
	answered question	**125**
	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	16.0%	20
4-8	**46.4%**	**58**
9-15	25.6%	32
16-25	7.2%	9
25 or more	4.8%	6
	answered question	**125**
	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		3.2%	4
$100-$249		2.4%	3
$250-$499		8.8%	11
$500-$999		15.2%	19
$1,000-$1,999		18.4%	23
$2,000-$5,000		22.4%	28
$5,000 or more		**29.6%**	**37**
		answered question	**125**
		skipped question	**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		4.0%	5
2 years		4.8%	6
3-4 years		13.7%	17
5-7 years		17.7%	22
8-10 years		15.3%	19
More than 10 years		**44.4%**	**55**
		answered question	**124**
		skipped question	**1**

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		**64.8%**	**81**
I know someone that they serve		3.2%	4
I volunteer with them		8.8%	11
A good friend is involved with them		1.6%	2
They have events that I always attend.		8.0%	10
They do a good job of making me feel appreciated		2.4%	3
Other (please specify)		11.2%	14
	answered question		**125**
	skipped question		**0**

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	6.4% (8)	16.8% (21)	12.8% (16)	15.2% (19)	8.8% (11)	15.2% (19)	**24.8% (31)**	125
Telephone solicitation	4.0% (5)	4.0% (5)	5.6% (7)	10.4% (13)	7.2% (9)	13.6% (17)	**55.2% (69)**	125
Online giving opportunity	7.3% (9)	13.0% (16)	17.9% (22)	11.4% (14)	11.4% (14)	9.8% (12)	**29.3% (36)**	123
Personal visit by staff or board member	18.3% (22)	16.7% (20)	15.0% (18)	11.7% (14)	9.2% (11)	10.0% (12)	**19.2% (23)**	120
Gala dinner or other similar event	13.7% (17)	**19.4% (24)**	15.3% (19)	13.7% (17)	11.3% (14)	12.1% (15)	14.5% (18)	124
Golf tournament	8.3% (10)	5.8% (7)	9.9% (12)	9.9% (12)	6.6% (8)	10.7% (13)	**48.8% (59)**	121
Planned gift seminar	5.9% (7)	3.4% (4)	3.4% (4)	10.2% (12)	7.6% (9)	11.9% (14)	**57.6% (68)**	118
News article about the charity or other marketing efforts	5.0% (6)	12.4% (15)	**28.9% (35)**	17.4% (21)	9.1% (11)	9.9% (12)	17.4% (21)	121
	answered question							**125**
	skipped question							**0**

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%	34
I plan to delay my gifts until I see how things shake out.		9.8%	12
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.		17.2%	21
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.		2.5%	3
I plan to give more this year.		10.7%	13
I can't give as much, but I plan to volunteer more to make up the difference.		3.3%	4
I am not sure how my giving will be effected.		**32.8%**	**40**
Other (please specify)		16.4%	20
	answered question		**122**
	skipped question		**3**

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.		46.8%	51
I only want my funds to go to program support.		22.0%	24
I am less likely to support a capital campaign at this time.		**48.6%**	**53**
I am less likely to support an endowment fund campaign at this time.		44.0%	48
I am interested in looking at alternative ways of giving, such as planned gifts or charitable gift annuities.		5.5%	6
Other (please specify)		9.2%	10
	answered question		**109**
	skipped question		**16**

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.	**60.7%**	**68**
I spend more time reading nonprofits' annual and financial reports.	14.3%	16
I am interested in taking a tour or talking with the charity's staff to learn more about their needs?	14.3%	16
I am focusing on how charities are attempting to reduce costs and operate more efficiently.	43.8%	49
I spend more time talking with friends and colleagues about the charities they support and why.	23.2%	26
Other (please specify)	17.9%	20
	answered question	**112**
	skipped question	**13**

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	23.3%	28
Reduce expenses as long as there is no reduction in services to clients	**56.7%**	**68**
Communicate more with donors	40.0%	48
Communicate less with donors to save money	13.3%	16
Increase overall marketing efforts to raise awareness and attract new donors	39.2%	47
Focus on increasing support from current donors	24.2%	29
Hold more fundraising events	12.5%	15
Hold fewer fundraising events	15.0%	18
Focus on one-on-one solicitations	31.7%	38
More direct mail appeals	2.5%	3
Fewer direct mail appeals	30.0%	36
Other (please specify)	17.5%	21
	answered question	**120**
	skipped question	**5**

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		31.5%	35
Reduction in non-program expenses		**45.9%**	**51**
More communication		32.4%	36
Less communication		7.2%	8
Increase in overall marketing efforts to raise awareness and attract new donors		27.0%	30
More fundraising events		6.3%	7
Fewer fundraising events		21.6%	24
More direct mail appeals		25.2%	28
Fewer direct mail appeals		8.1%	9
Other (please specify)		15.3%	17
	answered question		**111**
	skipped question		**14**

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.		25.4%	30
I will likely be more cautious about how much I give.		9.3%	11
I may give at previous levels, but I will probably give to fewer organizations so my gifts will have a greater impact.		11.9%	14
It is too soon to know what the long-term effect will be.		**53.4%**	**63**
	answered question		**118**
	skipped question		**7**

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
		18
	answered question	**18**
	skipped question	**107**