

The logo for Campbell Rinker, featuring the company name in a white, sans-serif font. The letter 'i' in 'Rinker' has a distinctive dot that extends downwards.

Campbell Rinker

Marketing Research for the Nonprofit World

DASHlight Executive Report

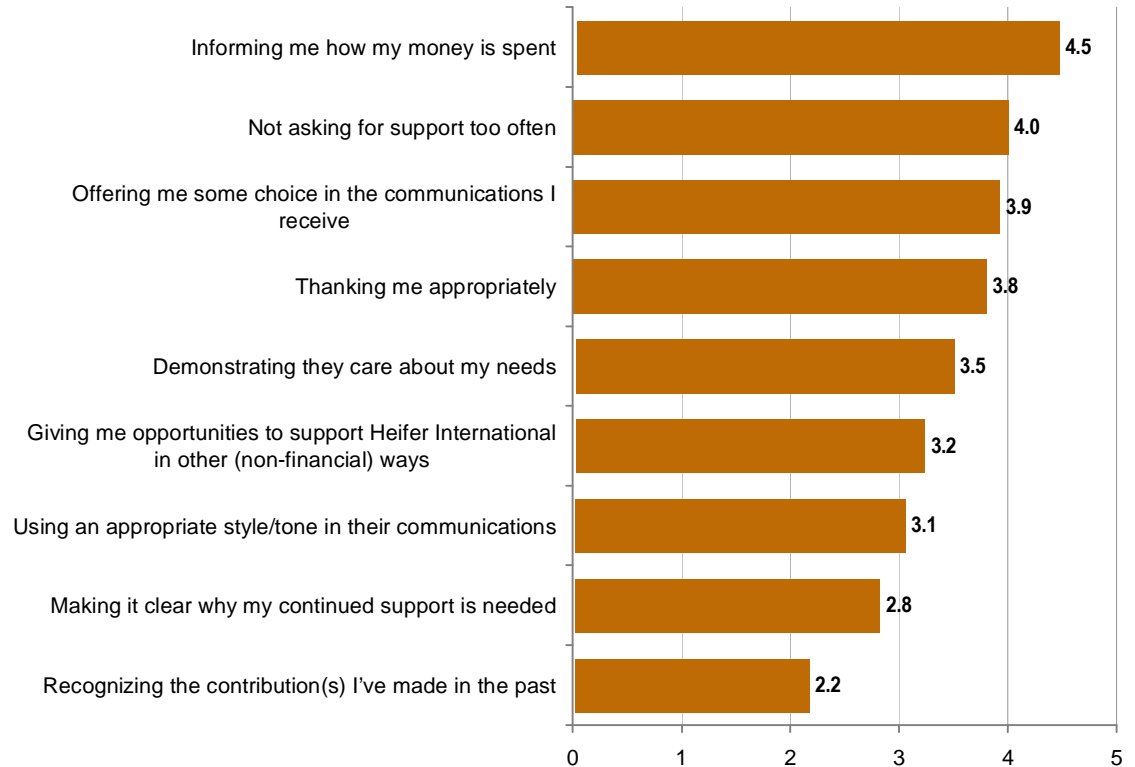
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Satisfaction Levels

Q. Please rate your satisfaction with each of the following: (scale of Completely Satisfied to Completely Dissatisfied)

- a. Informing me how my money is spent
 - b. Not asking for support too often
 - c. Offering me some choice in the communications I receive
 - d. Thanking me appropriately
 - e. Recognizing the contribution(s) I've made in the past
 - f. Demonstrating they care about my needs
 - g. Making it clear why my continued support is needed
 - h. Giving me opportunities to support Heifer International in other (non-financial) ways
 - i. Using an appropriate style/tone in their communications
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Characteristic	Completely satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Completely dissatisfied	Mean
a. Informing me how my money is spent	55%	22%	11%	11%	1%	4.80
b. Not asking for support too often	44%	22%	22%	11%	1%	4.40
c. Offering me some choice in the communications I receive	44%	33%	11%	11%	1%	4.30
d. Thanking me appropriately	33%	22%	11%	22%	12%	3.20
e. Recognizing the contribution(s) I've made in the past	33%	22%	11%	22%	12%	3.20
f. Demonstrating they care about my needs	33%	22%	11%	22%	12%	3.20
g. Making it clear why my continued support is needed	33%	22%	11%	22%	12%	3.20
h. Giving me opportunities to support Heifer International in other (non-financial) ways	22%	33%	11%	22%	12%	3.10
i. Using an appropriate style/tone in their communications	22%	22%	22%	22%	12%	3.00
a. Informing me how my money is spent	11%	33%	11%	33%	12%	2.80

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Characteristic	Mean	Delight Score	Delight Index*	Satisfaction Index*
a. Informing me how my money is spent	4.80	80	120	115
b. Not asking for support too often	4.40	75	100	105
c. Offering me some choice in the communications I receive	4.30	70	85	90
d. Thanking me appropriately	3.20	55	80	95
e. Recognizing the contribution(s) I've made in the past	3.20	55	85	80
f. Demonstrating they care about my needs	3.20	55	80	85
g. Making it clear why my continued support is needed	3.20	55	85	80
h. Giving me opportunities to support Heifer International in other (non-financial) ways	3.10	45	75	75
i. Using an appropriate style/tone in their communications	3.00	40	70	75
a. Informing me how my money is spent	2.80	35	65	70
*Index compared your results with those of similar organizations				

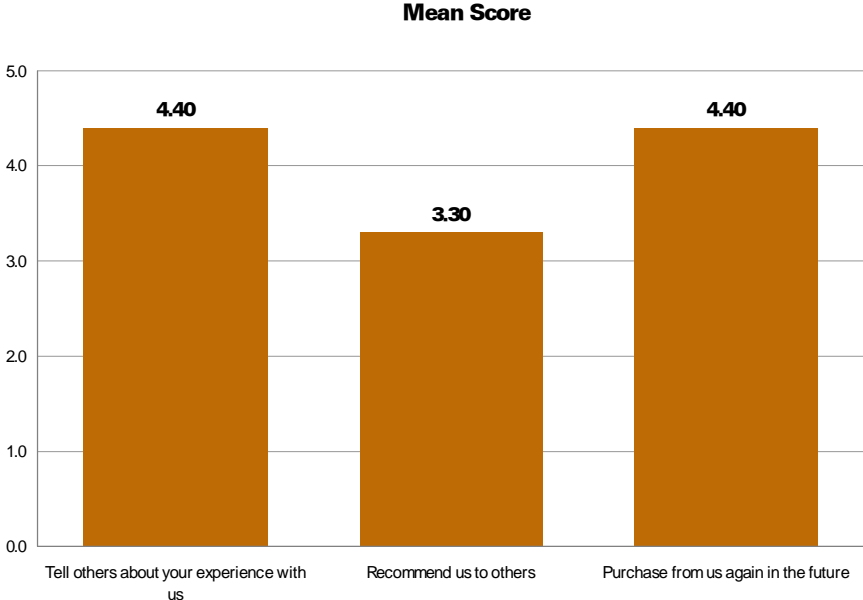
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Characteristic	Derived Importance	Stated Satisfaction	Gap
a. Informing me how my money is spent	4.80	4.80	0.00
b. Not asking for support too often	4.10	4.40	0.30
c. Offering me some choice in the communications I receive	4.90	4.30	-0.60
d. Thanking me appropriately	4.30	3.20	-1.10
e. Recognizing the contribution(s) I've made in the past	3.90	3.20	-0.70
f. Demonstrating they care about my needs	3.80	3.20	-0.60
g. Making it clear why my continued support is needed	4.10	3.20	-0.90
h. Giving me opportunities to support Heifer International in other (non-financial) ways	4.90	3.10	-1.80
i. Using an appropriate style/tone in their communications	4.80	3.00	-1.80
a. Informing me how my money is spent	3.70	2.80	-0.90

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Loyalty Levels

Q. How likely are you to give another gift to...



Likelihood Mean								
Current Giving Level	Under \$50	\$50 to \$99	\$100 to \$149	\$150 to \$249	\$250 to \$499	\$500 to \$749	\$750 to \$999	\$1000 or more
Likelihood to Give Again	4.20	4.30	3.80	3.70	3.40	4.30	4.60	4.80

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Donors with High Likelihood to Give Again
(ratings of 4 and 5)

Characteristic	Derived Importance	Stated Satisfaction	Gap
a. Informing me how my money is spent	4.80	4.80	0.00
b. Not asking for support too often	4.10	4.40	0.30
c. Offering me some choice in the communications I receive	4.90	4.30	-0.60
d. Thanking me appropriately	4.30	3.20	-1.10
e. Recognizing the contribution(s) I've made in the past	3.90	3.20	-0.70
f. Demonstrating they care about my needs	3.80	3.20	-0.60
g. Making it clear why my continued support is needed	4.10	3.20	-0.90
h. Giving me opportunities to support Heifer International in other (non-financial) ways	4.90	3.10	-1.80
i. Using an appropriate style/tone in their communications	4.80	3.00	-1.80
a. Informing me how my money is spent	3.70	2.80	-0.90

Donors with Low Likelihood to Give Again (ratings of 1 and 2)

Characteristic	Derived Importance	Stated Satisfaction	Gap
a. Informing me how my money is spent	4.80	4.80	0.00
b. Not asking for support too often	4.10	4.40	0.30
c. Offering me some choice in the communications I receive	4.90	4.30	-0.60
d. Thanking me appropriately	4.30	3.20	-1.10
e. Recognizing the contribution(s) I've made in the past	3.90	3.20	-0.70
f. Demonstrating they care about my needs	3.80	3.20	-0.60
g. Making it clear why my continued support is needed	4.10	3.20	-0.90
h. Giving me opportunities to support Heifer International in other (non-financial) ways	4.90	3.10	-1.80
i. Using an appropriate style/tone in their communications	4.80	3.00	-1.80
a. Informing me how my money is spent	3.70	2.80	-0.90

Annual Giving Amount

Q. About how much do you donate financially each year to all charitable organizations combined?

Annual Giving	
Mean - Overall	750
Median	700
Mode	500
Highest Amount	2500
Lowest Amount	20
1st Quartile Mean	150
2nd Quartile Mean	500
3rd Quartile Mean	700
4th Quartile Mean	900

Annual Giving to all Charities Combined								
Giving Amount	Under \$250	\$250 to \$499	\$500 to \$749	\$750 to \$999	\$1000 to \$1499	\$1500 to \$2499	\$2500 to \$4999	\$5000 or more
% of Donors	82%	80%	84%	72%	68%	54%	22%	18%

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Gap Analysis

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Characteristic	Importance	Satisfaction	GAP
Variety of the products we offer	3.93	3.26	-0.67
Variety of the ways to order that we offer	4.09	3.64	-0.45
Ease of placing your order	4.22	3.81	-0.41
Overall experience with our web site	4.24	3.47	-0.77
Your interaction with our customer service reps	4.24	3.26	-0.98
Price of the items ordered	3.97	3.11	-0.86
Quality of the items ordered	2.66	2.53	-0.13
Amount of time it took for the shipment to arrive	3.50	3.39	-0.11
Shipment arriving undamaged & with correct items	4.19	3.59	-0.60
Overall experience from shopping to delivery	3.51	3.58	0.07

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