



Campbell Rinker

Marketing Research for the Nonprofit World

Convert Donor Insights to Planned Giving Leads

We have conducted planned giving research for some of America's most respected nonprofits. Let us help you reach your mission-critical goals.

Planned Giving Census

The Planned Giving Census is a series of donor mailings designed to increase your knowledge of specific individual donors. This method is not a traditional survey, which present aggregate data. With a Planned Giving Census, you will receive donor level data for all donors who respond to the mailing, since respondents are providing the data with the understanding that your organization will see their opinions.

Our Planned Giving Census service delivers exceptionally practical donor demographic and behavior information- and most importantly generates leads for future major and planned giving gifts. The Census is a questionnaire that addresses topics like...

- ◆ Donor experience with your organization
- ◆ Satisfaction with your organization and its communications
- ◆ Motivations for supporting your organization
- ◆ Donor giving priorities and likelihood of supporting your organization in the future
- ◆ Opinions regarding the appropriate ways of soliciting major gifts, planned gifts and bequests
- ◆ Interest in and willingness to include your organization in their will or estate plan
- ◆ Basic demographics: age, gender, household income, presence of children, spousal information, region of residence, etc.



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How It Works

Campbell Rinker works with your team to develop a questionnaire that fits on a two-page scannable form. We suggest copy for the mailing's customized cover letter. We also work with your fundraising managers to recommend a protocol for selecting donor records for mailing.

Campbell Rinker works with a third-party specialist to print envelopes and cover letters on your stationery, and scannable forms to meet precise specifications. Campbell Rinker supervises merging these elements with your monthly Census mailing list and handles all of the mail production.

The responses go directly to your organization and are then shipped in bulk to Campbell Rinker for data entry, analysis and quarterly reporting. Data is delivered to your organization in a standard format so that you may import and use the information in your fundraising database.

Because of the monthly distribution of census forms, new information is added a little at a time. This framework allows your planned giving officers the time they need to evaluate and contact donors who provide promising information.

Call 888.722.6723 for more information!

Some of the Many Nonprofits We've Served

ACTION for Healthy Communities, Aid to the Church in Need, Alexian Brothers Health System, ALS Association, Alzheimer's Association, American Bible Society, American Cancer Society, American Center for Law and Justice, American Diabetes Association, American Heart Association, American Red Cross, American Zoological Association, Arthritis Foundation, Billy Graham Evangelistic Association, Boy Scouts of America, Bridgewater College, Broadman Holman Publishers, Brooklyn Botanical Gardens, Bryan College, California State University System, Campus Crusade for Christ, CARE, The Carter Center, Catholic Medical Mission Board, Cedarville University, Centennial College, Childhelp USA, Children International, Children's Cancer Research Fund, Children's Memorial Hospital – Chicago, Children's Mission Fund, Christian Appalachian Project, Christianity Today, Church World Service, City of Hope, City of San Luis Obispo, City of Santa Maria, City Team Ministries, Clarkson University, Community Hospital Foundation, Compassion International, Corcoran Gallery of Art, Crown Financial Ministries, Easter Seals, FamilyLife, Focus on the Family, Food for the Hungry, Gideon's International, Girl Scouts of America, Global Impact, Group Publishing, Inc., Guideposts, Habitat for Humanity, Hope International Development Agency, Houghton Mifflin Company, Houston Grand Opera, International Bible Society, International Code Council, International Mission Board (SBC), InterVarsity Christian Fellowship, Jewish Fund for Justice, Jewish National Fund, Juvenile Diabetes Research Foundation, Leukemia and Lymphoma Society, Little Company of Mary Hospital, Lutheran Social Services, Manhattan College, MAP International, Mayo Clinic Cancer Center, McGraw Hill, Medical Ambassadors International, Mercy Corps, Mercy Home for Boys and Girls, Methodist Children's Home, Microsoft, Mission of Mercy, Monterey Bay Aquarium, Multiple Sclerosis Association of America, Museum of New Mexico Foundation, National Athletic Trainers' Association, National Jewish Medical & Research Center, Northland Church, Northwestern University, Plan International, Point Defiance Zoo & Aquarium, Presbyterian Lay Committee, Prison Fellowship, Saint Mary's College, Salvation Army, Samaritan's Purse, Save the Children, School of Visual Arts, St. Jude Children's Research Hospital, St. Mary's University, Standard Publishing, Systems Support Services, Teen Challenge, The Navigators, Thomas Nelson Publishing, Tiger Woods Foundation, Total Living Network, Tyndale House Publishers, Inc., UCLA Chancellors Fund, UCLA School of Law, Union Rescue Mission, University of Idaho, University of Iowa, University of Michigan Alumni Association, Vallejo Visitors & Conference Bureau, Voice of America, Wildlife Conservation Society, Winterthur Museum, Garden & Library, Word Publishing, World Emergency Relief, World Vision, Yosemite Sierra Visitors Bureau
Some served through agency partners.