

Campbell Rinker

Marketing Research for the Nonprofit World

DonorPulse

2008 Summary Report

Introduction

Campbell Rinker specializes in conducting research for the nonprofit universe. We have worked with some of the largest nonprofits in the country. As a full-service marketing research firm, we can help you find answers to the difficult questions.

Our Great American Donor Survey was conducted to provide fundraisers with actionable donor data. The results of this study are available in our DonorPulse series of reports.

DonorPulse reports are available on the following topics...

- High-dollar donors
- Donors by generation
- Donors by race/ethnicity
- Donors by gender
- Red vs. blue donors (compares liberals, conservatives, and moderates)
- Donors to arts, culture, and humanities
- Donors to educational institutions
- Donors to environmental and animal protection charities
- Donor to hospitals and health/medical charities
- Donors to human service and public benefit charities
- Donors to int'l relief, development, & child sponsorship charities
- Donors to political organizations
- Donors to religious charities

For more information about any of these reports, visit DonorPulse.com.

Methodology

DonorPulse reports are based on a survey of American donors conducted in February, 2008.

Surveying was conducted by phone (29%) and Internet (71%). To qualify to take the survey, responding households must have made a charitable contribution in 2007. Respondents must also have been at least 18 years of age.

A total of 3,312 completed surveys were collected, providing for a margin of error of only $\pm 1.7\%$ at the 95% confidence level. Not all respondents qualified or chose to answer every question, so the margin of error fluctuates.

Demographics

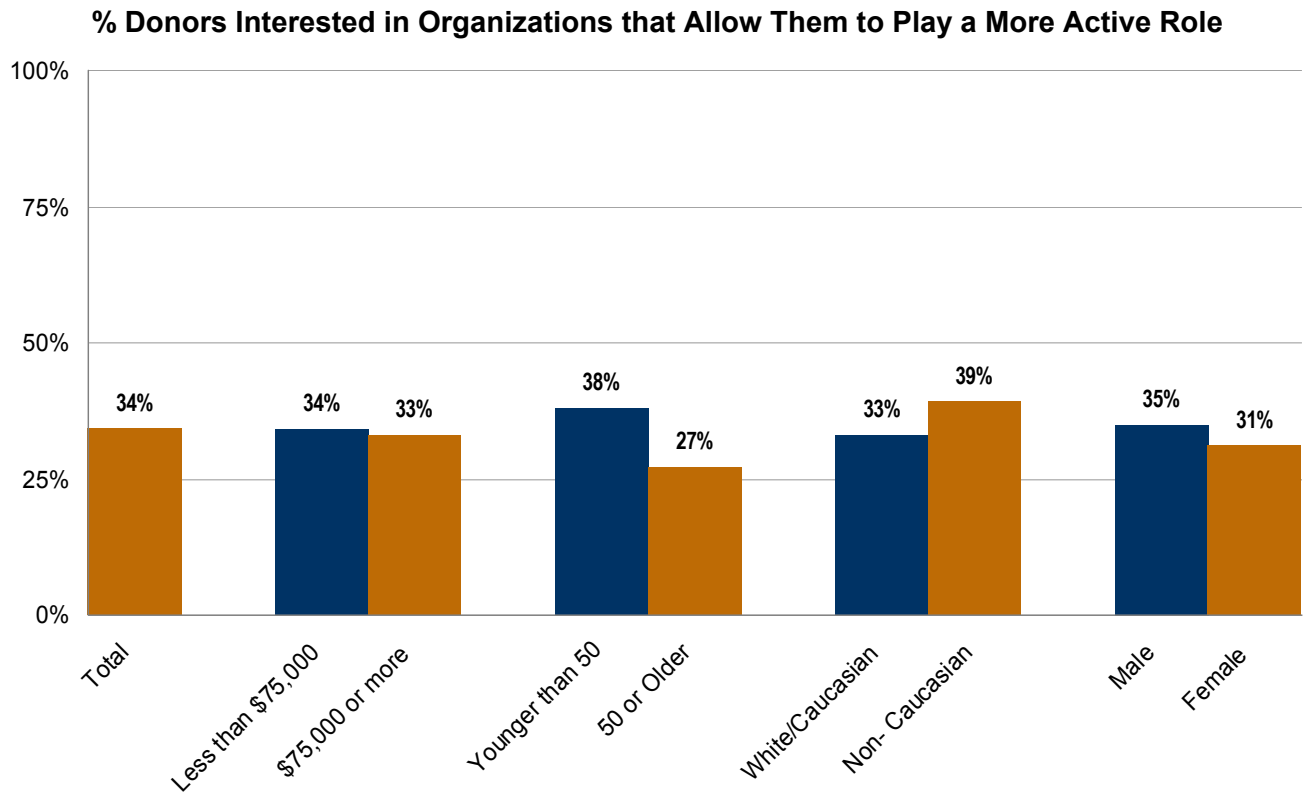
The typical donor in our study was...

- Married (60%) or never married (24%)
- Predominantly GenX (age 27-47, 52%) or Boomers (age 48-65, 32%)
- More likely to self-describe as conservative or moderate (37% each) than as liberal (26%)
- Without children living in the home (64%)
- With a four-year degree or more (54%)
- Employed full or part-time (76%)

Results

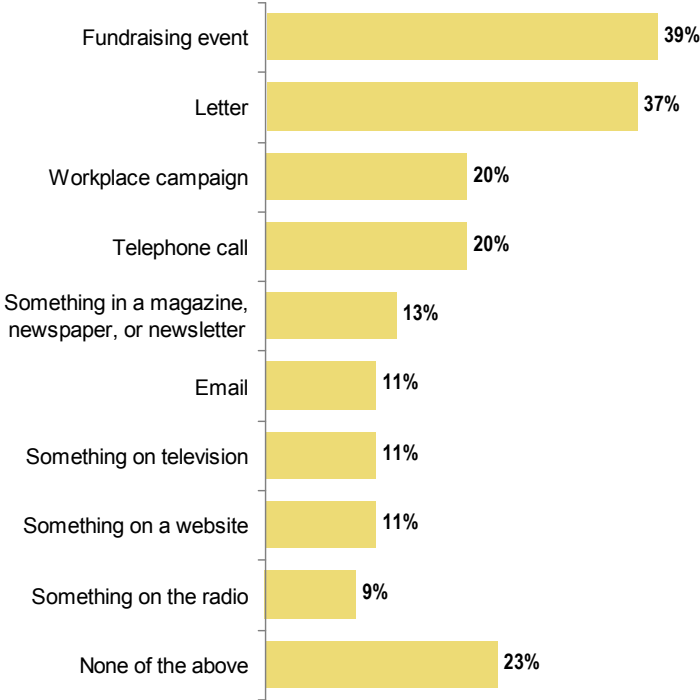
- Thirty-seven percent of charitable households gave more than \$1,000 in 2007, including giving to places of worship.
- The average amount donated by charitable households in 2007 was \$2,140, of which \$940 went to places of worship.
- Eighty-two percent of donors say their experience as a donor has met their expectations. Thirteen percent say their experience exceeded their expectations. Five percent said the organizations they donated to fell short of their expectations.
- Donors are more likely to feel that charities do a good job (47%) than a fair job (37%).
- Donors are very likely (76%) to have given non-cash gifts of \$25 or more to charity in the previous year.
- A majority (52%) have volunteered at least eight hours of time in the last year.
- A majority (56%) provided regular ongoing gifts to at least one charity in the last year.
- Only 10% of donors have a will, trust, or estate plan that includes a contribution to a nonprofit organization.

- A third (34%) of donors are interested in playing more active roles as donors. The majority are happy just giving.



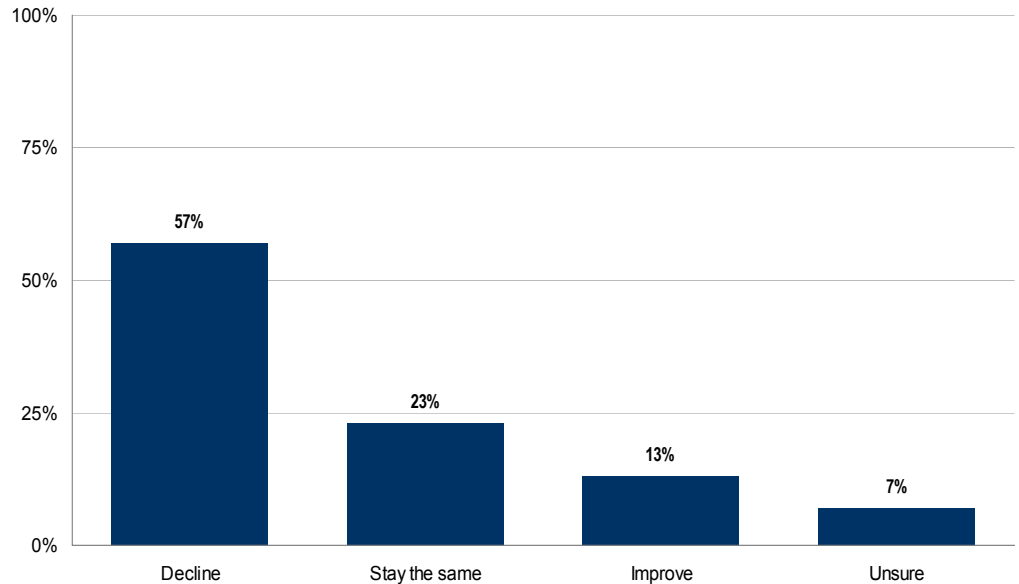
- Donors were asked which types of contact prompted them to donate in 2007. Fundraising events and letters greatly surpassed other types of contact.

Percentage of Donors Giving as a Result of Each



- Donors were asked if they felt the overall US economy would decline, improve, or stay the same in 2008? A majority were pessimistic, expecting the economy to decline in 2008.

Donor Expectations for US Economy in 2008



- 48% of donors said that unexpected household expenses had a negative effect on their 2007 giving
- 35% of donors said that changes in their household incomes had a negative impact on their 2007 giving
- 31% of donors said that declining home values had a negative effect on their 2007 giving
- 29% of donors said that the performance of their investments (stocks, bonds, etc.) had a negative effect on their 2007 giving

DonorPulse

This is just a small selection of results that appear in our comprehensive DonorPulse reports. Purchasing a DonorPulse report is an investment in your fundraising program, an investment that we encourage all nonprofits to make.

Visit **DonorPulse.com** for more information about the reports, and **CampbellRinker.com** for more information about our company.

