

**Statistical Data from Donor-Centered Fundraising
Presented By: Penelope Burk**

1. What Donor-Centered Fundraising Looks Like

Donor-centered fundraising puts satisfying donors' need for meaningful information at the top of the agenda, enhancing donor communication with intermittent recognition designed to reflect the unique aspects of the individual charity.

2. Overview of Findings from the US Research Study

267 charities – all disciplines, regions & sizes

145 donors – 80% individuals

Charities completed on-line questionnaire with 212 questions on 17 areas of investigation

Donors were interviewed by phone; 95 questions; average interview time – 55 minutes

3. What Donors Want

- Prompt, personal gift **acknowledgment**
- Confirmation that their gifts have been set to work as intended **(information)**
- Measurable results **(information)**
- *Charities that provide these three things are “donor-centered”*

4. What Study Donors Say They Get

- Prompt but impersonal gift acknowledgment
- General appeals with few measurable results

5. Why Donors Stop Giving

46% of Study Donors stop giving for reasons that are connected to “a failure to communicate.”

- *feels charity is not fulfilling its mandate*
- *disagrees with change in direction*
- *lost interest in the cause*
- *believes that charity no longer needs donor's support*
- *feels there are more compelling causes out there*
- *believes charity has not kept in touch*

6. The Power of Personal Thanks

- 95% of respondents would be very appreciative if a member of the Board of Directors called them within a day or two of receiving their gift just to say thank you
- 85% would definitely or probably support the charity again if this happened
- 86% would definitely or probably give a larger gift

7. Communication with Donors

How Charities Communicate	What Charities Feel Is Effective
71% invitations	22% thank-you calls
51% greeting cards	19% correspondence
47% correspondence	16% personal visits
26% thank-you calls	15% invitations to functions
25% congratulatory notes	14% progress update calls
19% personal visits	
15% progress update calls	

8. Donor’s Experiences with Personal Communication

- 94% of donors never or rarely get a call from a charity unless it is a solicitation
- 98% of donors are never visited by a charity unless it is a solicitation call
- 55% never or rarely receive measurable results on their gifts at work; 29% sometimes receive measurable results

9. What Donors Would Do If Communication Improved

- 93% would definitely or probably give again to a charity that provided a prompt and personal TY and followed up later with a meaningful report on their gift at work
- 64% of them would definitely or probably give more
- 74% would definitely or probably continue to give indefinitely as long as they continued to get these things

10. Effective Donor Recognition

How Charities Recognize

74% publishing names
58% giving gifts to donors
55% honor rolls / clubs
54% donor-recognition events
38% create awards

What Charities Feel Is Effective

78% thank-you letters
32% pub. names – newsletter
31% pub. names – reports
30% donor-recognition events
25% honor rolls / clubs

11. Recognition Gifts

- 28% of individual donors and 79% of corporate donors say recognition gifts are *always* inappropriate
- 21% of individual donors say gifts are OK for very significant contributors; 17% say OK if they are obviously inexpensive
- 86% of individual donors and 100% of corporate donors expressed negative views about token gifts like address labels