

Spring 2007

## In This Issue

- When to Conduct a Donor Survey
- Donors with Choices
- Featured Article
- Did you know...?
- Useful Links
- Featured Blog

## Featured Article

### ["Focus on Community Impact Has United Ways Changing"](#)

*A feature from "The Nonprofit Times" discussing the change in direction for United Way organizations throughout the United States.*

## Did you know...?

- 1 in 4 nonprofits reported a 50% increase in fundraising or more in 2006...
- 88% more was raised through online appeals in 2006 than in 2005...

*(Source: Philanthropy Journal)*

- 50% of Americans prefer to donate money than to volunteer, up 13% from 2005...
- 68% of Americans planned to spend the same amount of hours volunteering in 2006 as 2005...

*(Source: Association of Fundraising Professionals)*

## Useful Links

### [Nonprofit Resource Center](#)

*A comprehensive list of links to websites useful to nonprofit organizations*

### [University of Michigan Nonprofit and Public Management Center](#)

## When to Conduct a Donor Survey

### *Why it is time to look deeper*

Throughout the United States, United Ways raised \$4 billion last fiscal year, an all-time high according to United Way of America.

Many United Ways throughout the United States continue to meet – **and exceed** – campaign goals. So what can the other United Ways *not* meeting their goals do to catch up?



To retain a donor base, it is essential to address the needs of the donor, or the "customer," as well as the people the charity serves. A donor survey can answer many critical questions about your donor base, such as what motivates them to give, what the organization can do to improve their experience, and what could potentially keep them from donating again.

### ***Finding #1:***

In our research work with United Ways, we have focused on [Donor Experience Research](#). We have been looking at the experience donors have with the United Way, and comparing it with their experiences with other charitable organizations. We know that a donor's charitable giving experience will directly impact their contributions to the United Way.

### ***Finding #2:***

We have found that many United Way donors are increasing their total charitable giving, while their donation to United Way has remained stagnant. By comparing the donor experience with United Way and the experience with other charitable organizations, United Ways can uncover the reason for its decreasing share, and turn the trend around.

A website with information about and for nonprofits, including a list of support organizations and resources

### [National Committee for Philanthropic Accountability](#)

The national committee that conducts research to make nonprofit organizations more open and accountable

### [Free Management Library](#)

A complete integrated online library for nonprofits & for profits

## Featured Blog

### [Don't Tell the Donor](#)

News and opinions from the world of nonprofit fundraising

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### **Finding #3:**

It is important not to forget the “unspoken” challenge of donor retention. In our work with United Ways, we have found that upwards of **one-quarter of all donors will not contribute next year**. Understanding why these donors are not supporting the United Way every year is essential in identifying what issues we need to address and provide the information necessary to develop a donor retention strategy.

### **Finding #4:**

Most importantly, investing in **donor research will more than pay for itself** by looking at how to deliver a United Way experience that exceeds donors’ expectations - and increases their contributions. Donor research is an investment in the financial future of your United Way.

Visit our [website](#) to see more about Perspectives Consulting Group, Inc. and our experience with United Way organizations – check out more information on a [donor experience project](#).

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## Donors with Choices

### *How Donors Are Affecting United Way’s Mission*



Nationwide, nearly 25% of gifts to United Way are designated to the donors’ favorite causes, which can be directed to organizations providing basic human needs services, or to

A recent article in the Los Angeles Times, [“Donors Affect Charity’s Mission”](#), addressed the issue facing many United Way

organizations throughout the United States: what to do when designations impede United Ways from meeting basic human needs.

United Way of Greater Los Angeles raised \$47 million last year, with around 60 percent designated by donors. Of the top recipients of designated funds, many are arts and educational institutions, including the Los Angeles Opera and Museum of Art; rather than organizations such as the Salvation Army.

With the high amount of designation, United Way of Greater Los Angeles was left with a smaller piece of the pie for meeting basic needs such as housing and literacy.

Rather than urging the current donors to change their donation habits, a practice that could push donors to give elsewhere, United Way of Greater Los Angeles has begun urging the current donor base to give twice; once to their favorite organization and once to the community fund.

"We need to be much more clear about what we stand for. It's good old-fashioned fundraising," United Way of Greater Los Angeles President Elise Buik said, as quoted in the Los Angeles Times.

Perspectives Consulting Group, Inc. has worked with United Way organizations to gain information and an understanding of donor perceptions of United Way and needs in the community. For more information, visit our website at [www.perspec.com](http://www.perspec.com)



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## To get even more....

Did you know Perspectives produces a bi-monthly e-newsletter for **nonprofit organizations** covering topics such as *fundraising, donor satisfaction, community awareness and perception, and issues facing nonprofits?* To begin receiving even more valuable information and tips, [click here](#) to subscribe to the Nonprofit E-Newsletter!

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## Didn't receive the CD-ROM?



A resource developed just for United Way organizations! All the information about Perspectives Consulting Group: who we are, and what we do. Find out about our services and past projects completed for United Ways!

To request your copy:

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