



## Donor Experience Study

### Make a Lasting Impact

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United Ways are challenged with a sluggish economy, increasing numbers of nonprofit organizations, places donor dollars are distributed, and the need to reach a select group of donors in a more progressive way.

Your United Way can increase donations, attract, and target new donors through a donor experience study from Perspectives Consulting Group, Inc. The donor experience study will:

- Increase donations to your United Way by understanding the level of awareness of the United Way mission
- Attract new donors by learning why current donors contribute to your United Way
- Increase donor loyalty to your United Way by evaluating the importance of community issues addressed by your United Way
- Enhance your donor's experience with your United Way by measuring their satisfaction with the recent workplace campaign
- Grow your donor's "share of wallet" to your United Way through discovering their donation plans for your United Way and other charities
- Target new donors by using basic demographic information about your current United Way donors.
- Expand knowledge of your United Way among donors by learning where and how donors get information about your United Way.

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*"You must find and cultivate donors who will not just give but will give and continue to give to your organization. Your goal is to form an on-going relationship with your donor... To do this, you have to anticipate and accommodate changes in the needs of your current and prospective donors..."*

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"Donor Relationship Management"  
A Brickmill Whitepaper



If your United Way needs to increase donations and grow, the donor experience study is the most effective and efficient method your United Way can use to move forward with continuing success. United Ways that make an effort to reach out to donors are rewarded with return on investment that benefits their United Way for many years to come.

## Use Our Proven Method



The donor experience study is based on a comprehensive survey of your United Way donors. Since the information needs are different for every United Way, we focus on identifying and providing relevant information for your United Way using a customized survey.

The survey process begins by meeting with your United Way to identify the survey objectives. The survey is then developed to address those objectives and meet generally accepted survey practices. Once the survey is approved by your United Way, it is printed and mailed out to the donors.

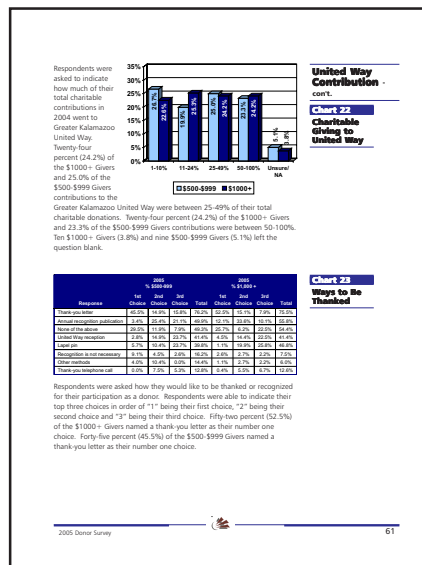
Perspectives Consulting Group, Inc. analyzes the surveys to develop an easy to read, easy to use report with specific recommendations and conclusions.

When developing the report, we reveal the critical information that will make a difference in attracting, retaining, and growing donors for your United Way.

To help your United Way fully utilize the results of the donor experience study, we will meet with your United Way staff to discuss the recommendations and next steps for action.

Typically, a donor experience study takes approximately 12 weeks to complete, and is normally conducted before or after your campaign.

Perspectives Consulting Group, Inc. has developed the donor experience study to meet the special needs of United Ways. We have worked with United Ways across the United States conducting donor research, and understand the challenges facing United Ways. We integrate our efforts with United Way programs such as the community impact agenda, branding initiative, and outcome measurement.



\*Sample Page from a Donor experience study

