

**Donor Recognition Survey Results  
November 2020**

**Executive Summary**

**Objective**

In September 2020, the Advancement Services staff conducted a survey to learn more about our donor's current perceptions, acknowledgment preference and recognition preferences.

**Target Audience**

The target audience for the survey included any donor with an email address who gave a gift from 7/1/2018 through the date the survey was sent. Survey was sent to 5,102 with 5,091 delivered (99.8%). There were 1864 unique opens (36.6%) and 459 initial clicks (24.6%). A total of 403 responses were received with 338 of them complete and 65 incomplete. There were 28 unsubscribes (0.5%) and because of the unsubscribes the deliberate decision was made not to send a reminder.

**Data Summary**

Current Perception

1. What is your preferred method to be thanked for your gift?

Email: 50% (167 count); Mailed Hand-written thank you: 36% (118 count); Other 4% (13 count); Video message: 4% (12 count); Text Message: 3% (11 count); Phone call: 3% (10 count);

2. I feel gratitude for my contributions.

Strongly agree: 71% (237 count); Somewhat agree: 22% (74 count); Neither agree or disagree: 5% (18 count); Somewhat disagree: 1% (2 count); Strongly disagree: 0% (1 count)

3. I have a favorable impression of the Foundation.

Strongly agree: 68% (224 count); Somewhat agree: 23% (77 count); Neither agree or disagree: 7% (23 count); Somewhat disagree: 1% (4 count); Strongly disagree: 1% (2 count)

4. I have a favorable impression of the University.

Strongly agree: 78% (257 count); Somewhat agree: 17% (56 count); Neither agree or disagree: 3% (9 count); Somewhat disagree: 1% (2 count); Strongly disagree: 1% (4 count)

5. The University effectively uses my gift(s).

Strongly agree: 66% (218 count); Somewhat agree: 19% (64 count); Neither agree or disagree: 12% (41 count); Somewhat disagree: 2% (5 count); Strongly disagree: 1% (3 count)

6. I receive adequate information to understand the impact of my gift(s).

Strongly agree: 56% (187 count); Somewhat agree: 31% (102 count); Neither agree or disagree: 9% (29 count); Somewhat disagree: 4% (12 count); Strongly disagree: 1% (3 count)



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Acknowledgements-indicate how meaningful a thank you note would be from the individuals.

1. A student

Very meaningful: 55% (180 count); Meaningful: 26% (85 count); Somewhat meaningful: 12% (39 count); Not very meaningful: 4% (14 count); Not meaningful at all: 2% (8 count)

2. Development Officer

Very meaningful: 14% (46 count); Meaningful: 45% (143 count); Somewhat meaningful: 28% (90 count); Not very meaningful: 8% (26 count); Not meaningful at all: 5% (16 count)

3. Dean of the College

Very meaningful: 21% (68 count); Meaningful: 41% (133 count); Somewhat meaningful: 27% (88 count); Not very meaningful: 6% (18 count); Not meaningful at all: 4% (14 count)

4. Chair of the Department

Very meaningful: 27% (86 count); Meaningful: 40% (128 count); Somewhat meaningful: 25% (79 count); Not very meaningful: 5% (15 count); Not meaningful at all: 3% (11 count)

5. University President

Very meaningful: 29% (91 count); Meaningful: 33% (105 count); Somewhat meaningful: 21% (66 count); Not very meaningful: 11% (34 count); Not meaningful at all: 7% (23 count)

6. Member of the Foundation Board

Very meaningful: 14% (45 count); Meaningful: 30% (96 count); Somewhat meaningful: 31% (97 count); Not very meaningful: 16% (50 count); Not meaningful at all: 9% (27 count)

7. Someone who was impacted by your gift

Very meaningful: 72% (238 count); Meaningful: 21% (70 count); Somewhat meaningful: 5% (16 count); Not very meaningful: 1% (3 count); Not meaningful at all: 1% (2 count)

Recognition Preferences-indicate the effects the following have (select all that apply)

1. Student and University impact stories

Helps me understand the impact of my gift: 236; Makes me feel appreciated: 115; Influences me to make a gift: 88; Doesn't really affect me: 29; Makes me feel special: 13;

2. Mailed, hand-written thank you notes

Makes me feel appreciated: 196; Helps me understand the impact of my gift: 125; Influences me to make a gift: 61; Makes me feel special: 54; Doesn't really affect me: 41;

3. Thank you emails

Makes me feel appreciated: 159; Helps me understand the impact of my gift: 114; Doesn't really affect me: 84; Influences me to make a gift: 29; Makes me feel special: 15

4. Phone call to thank me

Doesn't really affect me: 150; Makes me feel appreciated: 111; Helps me understand the impact of my gift: 81; Influences me to make a gift: 31; Makes me feel special: 25



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5. Annual financial reporting

Helps me understand the impact of my gift: 190; Doesn't really affect me: 109; Influences me to make a gift: 35; Makes me feel appreciated: 26; Makes me feel special: 9

6. Invitation to exclusive events

Doesn't really affect me: 138; Makes me feel appreciated: 120; Makes me feel special: 73; Helps me understand the impact of my gift: 43; Influences me to make a gift: 38;

7. Name listed in an honor roll of donor names (publication, website, wall, etc.)

Doesn't really affect me: 146; Makes me feel appreciated: 131; Makes me feel special: 51; Influences me to make a gift: 38; Helps me understand the impact of my gift: 36

8. Becoming a member or moving up a level in a recognition/giving society

Doesn't really affect me: 212; Makes me feel appreciated: 57; Helps me understand the impact of my gift: 37; Makes me feel special: 36; Influences me to make a gift: 35;

9. Public recognition – social media, publications, etc.

Doesn't really affect me: 195; Makes me feel appreciated: 87; Helps me understand the impact of my gift: 37; Makes me feel special: 36; Influences me to make a gift: 25

10. Receiving a thank you gift (pen, calendar, notebook, etc.)

Doesn't really affect me: 172; Makes me feel appreciated: 121; Makes me feel special: 39; Helps me understand the impact of my gift: 24; Influences me to make a gift: 22;

**Conclusion**

Responses to the survey will be used as a guide to provide direction for donor relations activities. Responses to open-ended questions will be reviewed and addressed. After review and approval by Advancement Services, the Executive Summary and Survey Report will be sent to key University Advancement staff and the Foundation Board for review. Upon approval, the survey results will be distributed via email to all survey participants. Note, full report and summary are available upon request.