


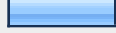
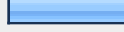
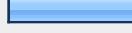

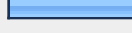
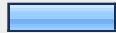

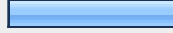





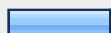
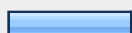
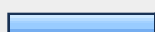


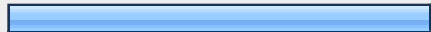






## Individual Donor Survey - Arts

1. Last year, in 2008, approximately how much did you contribute in total to charities in the St. Louis region?			
		Response Percent	Response Count
\$0-\$249		1.6%	2
\$250-\$499		4.8%	6
\$500-\$999		9.6%	12
\$1,000-\$2,499		16.0%	20
\$2,500-\$4,999		17.6%	22
<b>\$5,000-\$9,999</b>		<b>19.2%</b>	<b>24</b>
\$10,000-\$25,000		12.0%	15
<b>\$25,000 or more</b>		<b>19.2%</b>	<b>24</b>
		<i>answered question</i>	<b>125</b>
		<i>skipped question</i>	<b>0</b>

2. Last year, in 2008, what was the approximate total number of charities in the St. Louis region to which you gave money?			
		Response Percent	Response Count
1-3		16.0%	20
<b>4-8</b>		<b>46.4%</b>	<b>58</b>
9-15		25.6%	32
16-25		7.2%	9
25 or more		4.8%	6
		<i>answered question</i>	<b>125</b>
		<i>skipped question</i>	<b>0</b>









3. Last year, in 2008, what was the largest single gift you made to any charity?			
		Response Percent	Response Count
Less than \$100		3.2%	4
\$100-\$249		2.4%	3
\$250-\$499		8.8%	11
\$500-\$999		15.2%	19
\$1,000-\$1,999		18.4%	23
\$2,000-\$5,000		22.4%	28
\$5,000 or more		29.6%	37
		<i>answered question</i>	125
		<i>skipped question</i>	0

4. How long have you been giving money to the charity to which you made your largest gift in 2008?			
		Response Percent	Response Count
This was my first gift		4.0%	5
2 years		4.8%	6
3-4 years		13.7%	17
5-7 years		17.7%	22
8-10 years		15.3%	19
More than 10 years		44.4%	55
		<i>answered question</i>	124
		<i>skipped question</i>	1







<b>5. What is the single most important reason you donated to the charity referenced in questions 4 and 5?</b>			
		<b>Response Percent</b>	<b>Response Count</b>
<b>I believe in their mission</b>		<b>64.8%</b>	<b>81</b>
I know someone that they serve		3.2%	4
I volunteer with them		8.8%	11
A good friend is involved with them		1.6%	2
They have events that I always attend.		8.0%	10
They do a good job of making me feel appreciated		2.4%	3
Other (please specify)		11.2%	14
		<b><i>answered question</i></b>	<b>125</b>
		<b><i>skipped question</i></b>	<b>0</b>

**6. Please rate the following fundraising activities in terms of their effectiveness in motivating you to donate to a charity, using a scale of 1-7 (1 = extremely effective; 7 = not at all effective).**



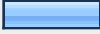
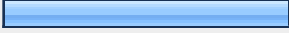
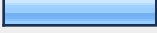

	1	2	3	4	5	6	7	Response Count
Direct mail solicitation	6.4% (8)	16.8% (21)	12.8% (16)	15.2% (19)	8.8% (11)	15.2% (19)	<b>24.8%</b> <b>(31)</b>	125
Telephone solicitation	4.0% (5)	4.0% (5)	5.6% (7)	10.4% (13)	7.2% (9)	13.6% (17)	<b>55.2%</b> <b>(69)</b>	125
Online giving opportunity	7.3% (9)	13.0% (16)	17.9% (22)	11.4% (14)	11.4% (14)	9.8% (12)	<b>29.3%</b> <b>(36)</b>	123
Personal visit by staff or board member	18.3% (22)	16.7% (20)	15.0% (18)	11.7% (14)	9.2% (11)	10.0% (12)	<b>19.2%</b> <b>(23)</b>	120
Gala dinner or other similar event	13.7% (17)	<b>19.4%</b> <b>(24)</b>	15.3% (19)	13.7% (17)	11.3% (14)	12.1% (15)	14.5% (18)	124
Golf tournament	8.3% (10)	5.8% (7)	9.9% (12)	9.9% (12)	6.6% (8)	10.7% (13)	<b>48.8%</b> <b>(59)</b>	121
Planned gift seminar	5.9% (7)	3.4% (4)	3.4% (4)	10.2% (12)	7.6% (9)	11.9% (14)	<b>57.6%</b> <b>(68)</b>	118
News article about the charity or other marketing efforts	5.0% (6)	12.4% (15)	<b>28.9%</b> <b>(35)</b>	17.4% (21)	9.1% (11)	9.9% (12)	17.4% (21)	121
	<b>answered question</b>							<b>125</b>
	<b>skipped question</b>							<b>0</b>

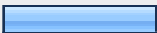

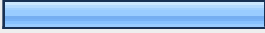


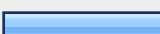

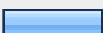
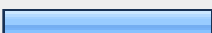

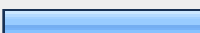
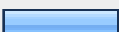
7. How has the current economic crisis affected your giving plans for 2009? (check all that apply)			
		Response Percent	Response Count
I plan to give less than I did in 2008.		27.9%	34
I plan to delay my gifts until I see how things shake out.		9.8%	12
I plan to donate the same total as last year, but will reduce the number of charities to which I donate in order to have a larger impact with a select few.		17.2%	21
I plan to give the same total as last year, but will spread it around more charities than before since everyone's needs have grown.		2.5%	3
I plan to give more this year.		10.7%	13
I can't give as much, but I plan to volunteer more to make up the difference.		3.3%	4
<b>I am not sure how my giving will be effected.</b>		<b>32.8%</b>	<b>40</b>
Other (please specify)		16.4%	20
		<b><i>answered question</i></b>	<b>122</b>
		<b><i>skipped question</i></b>	<b>3</b>

**8. Check all of the following statements with which you agree.**

		Response Percent	Response Count
I am now more willing to give for general operating support.		46.8%	51
I only want my funds to go to program support.		22.0%	24
<b>I am less likely to support a capital campaign at this time.</b>		<b>48.6%</b>	<b>53</b>
I am less likely to support an endowment fund campaign at this time.		44.0%	48
I am interested in looking at alternative ways of giving, such as planned gifts or charitable gift annuities.		5.5%	6
Other (please specify)		9.2%	10
		<b><i>answered question</i></b>	<b>109</b>
		<b><i>skipped question</i></b>	<b>16</b>


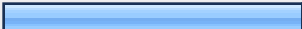





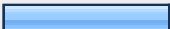


**9. In what ways has the current economic crisis changed the way you evaluate the charities to which you donate?  
(check all that apply)**

		<b>Response Percent</b>	<b>Response Count</b>
<b>I am spending more time looking at the impact of their work and how they use my money.</b>		<b>60.7%</b>	<b>68</b>
I spend more time reading nonprofits' annual and financial reports.		14.3%	16
I am interested in taking a tour or talking with the charity's staff to learn more about their needs?		14.3%	16
I am focusing on how charities are attempting to reduce costs and operate more efficiently.		43.8%	49
I spend more time talking with friends and colleagues about the charities they support and why.		23.2%	26
Other (please specify)		17.9%	20
		<b><i>answered question</i></b>	<b>112</b>
		<b><i>skipped question</i></b>	<b>13</b>

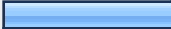



10. In your opinion, what should nonprofits be doing this year in response to the economic crisis? (check all that apply)			
		Response Percent	Response Count
Cut expenses across the board		23.3%	28
<b>Reduce expenses as long as there is no reduction in services to clients</b>		<b>56.7%</b>	<b>68</b>
Communicate more with donors		40.0%	48
Communicate less with donors to save money		13.3%	16
Increase overall marketing efforts to raise awareness and attract new donors		39.2%	47
Focus on increasing support from current donors		24.2%	29
Hold more fundraising events		12.5%	15
Hold fewer fundraising events		15.0%	18
Focus on one-on-one solicitations		31.7%	38
More direct mail appeals		2.5%	3
Fewer direct mail appeals		30.0%	36
Other (please specify)		17.5%	21
		<b><i>answered question</i></b>	<b>120</b>
		<b><i>skipped question</i></b>	<b>5</b>



11. What responses have you seen so far from your favorite charities in response to the economic crisis this year?

		Response Percent	Response Count
Cut expenses across the board		31.5%	35
<b>Reduction in non-program expenses</b>		<b>45.9%</b>	<b>51</b>
More communication		32.4%	36
Less communication		7.2%	8
Increase in overall marketing efforts to raise awareness and attract new donors		27.0%	30
More fundraising events		6.3%	7
Fewer fundraising events		21.6%	24
More direct mail appeals		25.2%	28
Fewer direct mail appeals		8.1%	9
Other (please specify)		15.3%	17
		<b>answered question</b>	<b>111</b>
		<b>skipped question</b>	<b>14</b>

**12. Assuming that the economy begins to recover later this year and into 2010, which of the following statements best describes you.**

		Response Percent	Response Count
I will probably go back to giving at the same levels as I did before the recession.		25.4%	30
I will likely be more cautious about how much I give.		9.3%	11
I may give at previous levels, but I will probably give to fewer organizations so my gifts will have a greater impact.		11.9%	14
<b>It is too soon to know what the long-term effect will be.</b>		<b>53.4%</b>	<b>63</b>
		<i>answered question</i>	<b>118</b>
		<i>skipped question</i>	<b>7</b>

**13. Please share with us any other comments or suggestions you have regarding local charitable organizations and how they are responding to the current economic situation.**

		Response Count
		18
		<i>answered question</i>
		<b>18</b>
		<i>skipped question</i>
		<b>107</b>