

Rebecca Guest
 VAM Fellowship
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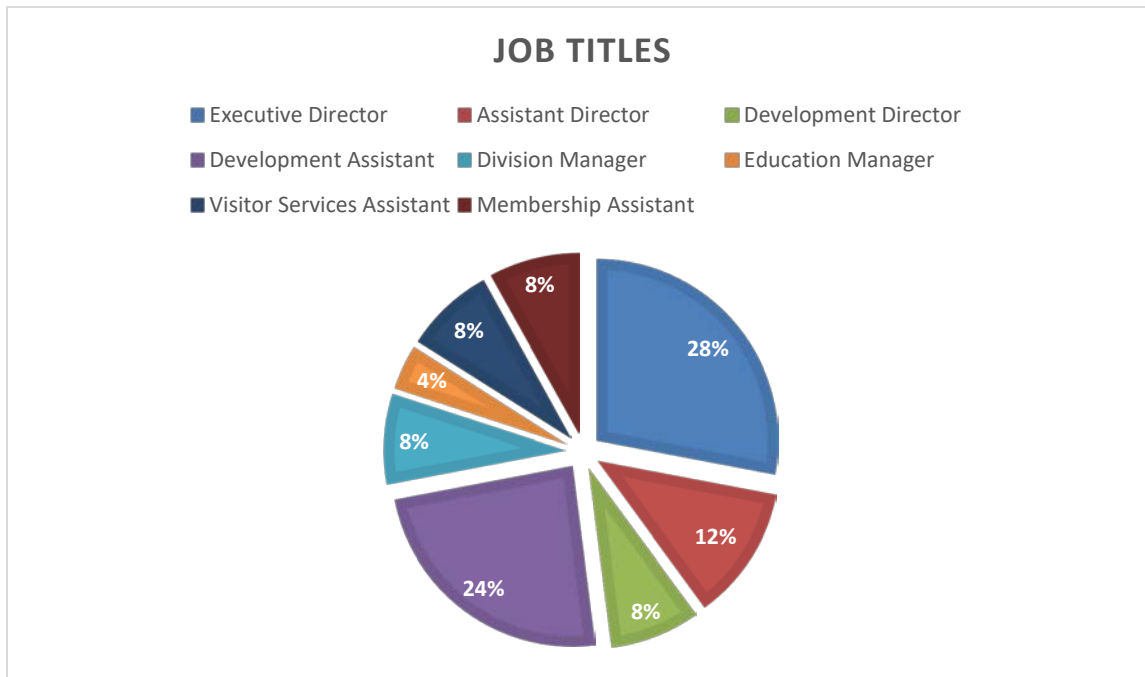
Survey Results

Background Info

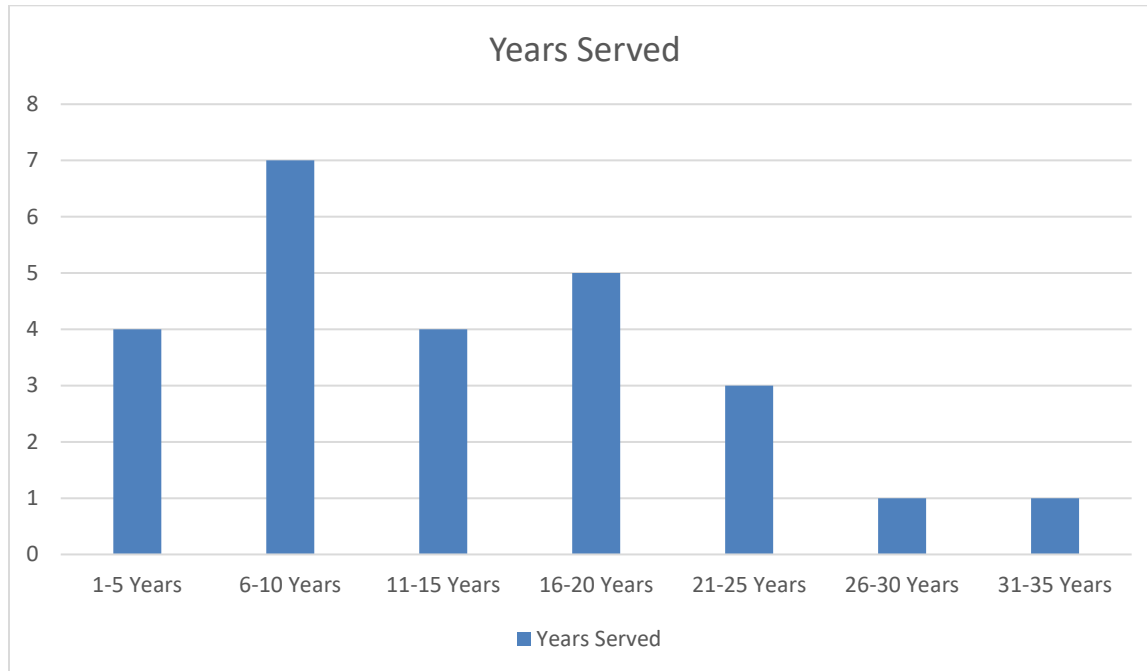
Q: Which generation do you identify with:

# Surveyed	Generation Name	Births Start	Births End	Youngest Age Today	Oldest Age Today
5	Baby Boomer Generation	1946	1964	55	73
8	Generation X	1965	1979	40	54
5	Xennials	1975	1985	34	44
5	Millennials, Gen Y, Gen Next	1980	1994	25	39
2	iGen / Gen Z	1995	2012	7	24

Q: Job Title:



Q: How long have you worked with nonprofits?



Donations and Fundraising

Q: What do you love about fundraising?

- Connecting people to mission-based projects
- Creating great experiences
- The challenge of fundraising
- Setting and accomplishing goals is fulfilling
- Capacity to achieve goals
- Crunching numbers
- Sharing social movements
- Sharing compelling stories
- Organizing supporters
- Sharing passion for the work we are doing

Q: Do you donate to other nonprofit organizations? Tell me about your experiences as a donor?

- All said Yes
- Experiences:
 - Mix-bag
 - Some organizations thank and acknowledge you. Others don't feel compelled to thank donors.

- Let people know their support is appreciated.
- Positive personal interactions
- Giving that has an impact
- Donate to organizations that are struggling.
- Donate to organizations with helpful leadership staff.

Q: What is a favorite contribution you've given to an organization and why?

- Rotary Clubs – offers tangible benefits, End Polio Now campaign
- Kiwanis Clubs – volunteer and giving back opportunities in their communities
- Historic Sites due to open-space elements
- American Battlefield trust to help maintain spaces that are open to the public
- Girls Scouts/Boy Scouts – share philanthropy and giving back with kids
- Churches/Places of Worship
- Colleges and Universities – many give to their alma mater and the schools their kids attend
- VAM – help colleagues with professional development resources

Q: How do you stay informed with the latest nonprofit/fundraising news and trends?

- | | |
|--|--|
| - Conferences | - Word-of-mouth through colleagues |
| - American Alliance of Museums | - Newsletters from various organizations |
| - Association of Fundraising Professionals | - News Articles |
| - VAM | - Webinars |
| - Different Associations | |

Q: Where do your organization's donations come from?

- | | |
|----------------------|----------------------|
| - Board of Directors | - Events |
| - Corporate Gifts | - Individual Appeals |
| - Grants | - Membership Dues |

Q: How does your organization attract new donors?

- Look at areas outside our region
- Highlight work and projects from around the state
- Direct mailings to our neighbors
- Meetings with local banks and corporations
- Events and galas
- Social media campaigns
- Advertisements in local press
- Marketing collateral at our site for visitors to take
- Attend networking events in our area
- Through local chamber of commerce
- Partnering with local community foundation

Q: How does your organization retain current donors?

- Engage donors as needed
- Call big donors
- Have board members reach out to corporate donors
- Reach out to lapsed donors
- Structured acknowledgement process – send a receipt and follow up with a thank you note
- Personalized correspondence for large donors
- Holiday cards
- Engage donors with what's new at your organization throughout the year
- Continue to invite donors to visit

Q: How does your organization thank donors for their support?

- Thank you messages online or through mailings
- Lists in newsletters and reports that list donors by their giving amount
- Posters at public events that list donors from the previous year
- Donors receive special swag based on their level of support
- Assign stewards at your organization to reach out to donors with phone calls and personalized cards or postcards
- Offer special programs exclusively for donors, like

behind the scenes tours and special donor events

- Recruit active donors to join the board or participate in committees

Q: With the recent tax reform passed by Congress, have you seen a major difference in donations for your organization?

- 24 participants said no.
- One participant is seeing more contributions from donor advised funds. Big donors are trying to itemize and group their donations.

Q: As a donor, has tax reform changed or influenced your giving habits?

- One participant is considering giving through a charitable fund in the future.
- The rest said no and one person responded, "Not really, reforms come and go."

Q: What are your thoughts on modern fundraising tools, such as text-to-give campaigns where donors are encouraged to give using their cell phones?

- Need to see it in action
- We need tools that make giving easy
- We need to do more research
- We are getting donations through Facebook
- Our fundraising is more traditional
- We don't have the staff to manage these tools
- Modern tools may work better at a large site

Q: As a donor, what is your preferred way to donate?

- Online
- Writing a check
- Scheduling monthly recurring gifts online

Q: What are your thoughts on cultivating the next generation of donors from the younger Millennial and Gen Z generational groups?

- With younger donors, new money tends to focus on social causes.
- We need to engage this group with arts and culture.
- We need easy ways to accept donations with technology.
- We need to make sure our giving platforms and procedures are up to date.
- We need to make sure giving is an easy task for all generations.
- We need to engage younger donors in our communities with our missions and goals.
- We need to gather young professionals and create social occasions at our sites that cater to them.
- This group gives more – their money, their time, etc. Engage them with your cause.
- Engage them with small ways to give monthly – like \$10/month instead of purchasing an expensive cup of coffee.
- Show all donors the value of giving and what their donations support with dollar amount examples.

Q: What does the future of development and philanthropy look like?

- It's challenging because so many organizations are competing.
- We will need to keep sharing our work and networking.
- It must be ambitious to reach new constituents.
- Continue to generate excitement.
- Work on strategic planning to organize and meet objectives.
- Organizations should look at creating endowments.
- Make a case for investment with your followers.
- Showcase how passionate you are about your work and motivate investment in your organization's mission.

Board of Directors

Q: Does your organization have a board of directors?

- All reported that their organizations have a board of directors that meet regularly throughout the year.

Q: How does your organization build strong relationships with members serving on a board of directors?

- Connect your board personally to your organization.
- Seek out the board's assistance in promoting your organization.
- Create purposeful social relationships between your staff and fellow board members.
- Connect board members with their strengths.
- Have the board help with events and programs.
- Implement great ideas received from board members.
- Keep an open line of communication between your organization and your board.
- Keep the board engaged with monthly meetings and establish a good relationship.

Q: Are you currently serving on any nonprofit board of directors?

- 10 participants currently serve on boards
- Four participants serve on more than one board of directors

a. If so, what do you enjoy about being a board member?

- You get to participate in different activities.
- Learning and sharing new knowledge.
- Bringing new knowledge back to my organization.
- You get to help and enable a nonprofit staff to be successful.
- I enjoy meeting new people and working with others.
- I like how different interests can come together on a board.

Wrap-Up

Q: Do you have any additional comments or feedback on fundraising and philanthropy?

- "Be proactive not reactive with fundraising!"
- "Fundraising is a lot more enjoyable now than when I first started working in this field."