

# Donors Want Accountability Slightly More Than Connection

## NPT Research... Trends In Long Term Giving

|   | AGE   |       |       |       |       |       | RACE                  |                       |                   |
|---|-------|-------|-------|-------|-------|-------|-----------------------|-----------------------|-------------------|
|   | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | White Only (Non-Hisp) | Black Only (Non-Hisp) | Hispanic Any Race |
| The organization is well managed and your money is well spent                       | 35%I  | 36%I  | 41%I  | 38%I  | 37%I  | 24%   | 36%                   | 30%                   | 34%               |
| You believe strongly in the cause that the organization supports                    | 26%   | 36%I  | 39%I  | 41%DH | 31%   | 22%   | 33%                   | 39%                   | 31%               |
| A member of your family or someone close to you will benefit by advancing the cause | 30%I  | 31%I  | 24%   | 21%   | 27%I  | 17%   | 24%                   | 32%                   | 25%               |
| You have had personal experience with the cause                                     | 18%   | 25%I  | 18%   | 21%I  | 24%I  | 13%   | 21%                   | 14%                   | 21%               |
| You volunteer with the organization   | 20%   | 12%   | 13%   | 14%   | 18%   | 15%   | 14%                   | 19%                   | 14%               |
| Don't know/None of these  | 22%F  | 12%   | 11%   | 14%   | 20%F  | 40%DE | 20%                   | 17%FGH                | 15%               |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

|   | HOUSEHOLD INCOME |             |              |              |               |             | HOUSEHOLD SIZE |           |           | # OF CHILDREN |          |       |
|---|------------------|-------------|--------------|--------------|---------------|-------------|----------------|-----------|-----------|---------------|----------|-------|
|   | <\$25K           | \$25K <\$35 | \$35K <\$50K | \$50K <\$75K | \$75K or more | Dual Income | 1              | 2         | 3 or more | none          | Under 12 | 12-17 |
| The organization is well managed and your money is well spent                       | 33%              | 37%         | 37%          | 37%          | 43%           | 36%         | 31%            | 35%       | 37%       | 34%           | 36%      | 35%   |
| You believe strongly in the cause that the organization supports                    | 29%              | 34%         | 35%          | 34%          | 40%B          | 38%         | 32%            | 33%       | 34%       | 32%           | 33%      | 36%   |
| A member of your family or someone close to you will benefit by advancing the cause | 28%              | 23%         | 25%          | 30%          | 25%           | 25%         | 24%            | 23%       | 27%       | 25%           | 26%      | 27%   |
| You have had personal experience with the cause                                     | 21%              | 17%         | 19%          | 22%          | 26%           | 24%         | 15%            | 26%<br>HJ | 18%       | 21%           | 21%      | 14%   |
| You volunteer with the organization   | 15%              | 11%         | 16%          | 11%          | 14%           | 14%         | 15%            | 15%       | 15%       | 15%           | 12%      | 17%   |
| Don't know/None of these  | 23%F             | 20%F        | 14%          | 18%F         | 8%            | 14%         | 26%IJ          | 16%       | 18%       | 20%           | 18%      | 20%   |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

|   | REGION    |               |       |      |       |          |
|---|-----------|---------------|-------|------|-------|----------|
|   | Northeast | North Central | South | West | Metro | Nonmetro |
| The organization is well managed and your money is well spent                       | 35%       | 40%           | 34%   | 31%  | 36%   | 33       |
| You believe strongly in the cause that the organization supports                    | 34%       | 26%           | 35%K  | 38%K | 34%   | 31%      |
| A member of your family or someone close to you will benefit by advancing the cause | 30%M      | 25%           | 24%   | 20%  | 24%   | 25%      |
| You have had personal experience with the cause                                     | 20%       | 18%           | 18%   | 24%  | 20%   | 20%      |
| You volunteer with the organization   | 13%       | 16%           | 17%   | 12%  | 16%   | 13%      |
| Don't know/None of these  | 15%       | 20%           | 20%   | 21%  | 19%   | 20%      |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

|   | EDUCATION     |         |                 |           |
|---|---------------|---------|-----------------|-----------|
|   | HS Incomplete | HS Grad | Coll Incomplete | Coll Grad |
| The organization is well managed and your money is well spent                       | 27%           | 29%     | 39%P            | 40%P      |
| You believe strongly in the cause that the organization supports                    | 14%           | 28%O    | 30%O            | 43%OPQ    |
| A member of your family or someone close to you will benefit by advancing the cause | 32%           | 29%     | 24%             | 22%       |
| You have had personal experience with the cause                                     | 8%            | 18%     | 18%             | 26%OPQ    |
| You volunteer with the organization   | 11%           | 14%     | 18%             | 15%       |
| Don't know/None of these  | 34%QR         | 24%R    | 20%R            | 10%       |

Source: The NonProfit Times, July 1, 2006.