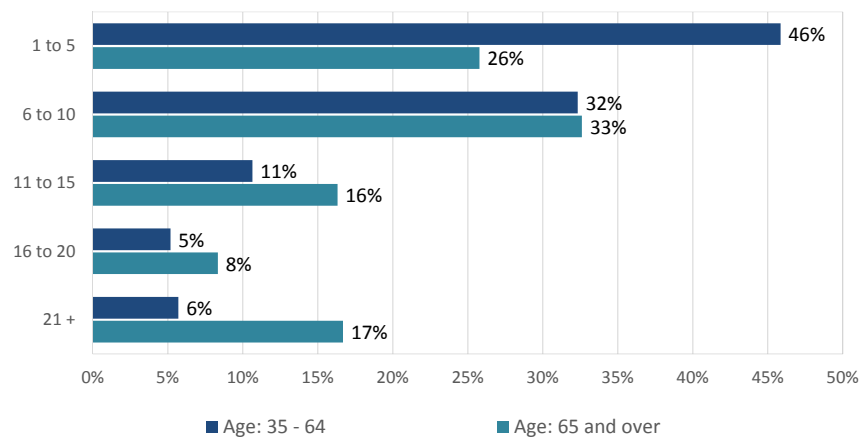


## Donor-Centered Fundraising



 Cygnus Applied Research, Inc.

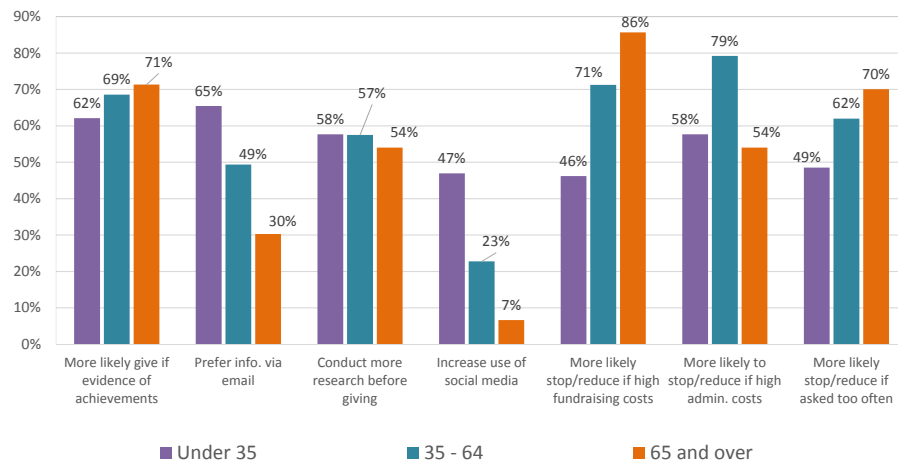
### Number of Charitable Causes Supported (Middle-age vs Older Donors)



Q2

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## Changes in Donors' Giving Philosophy



Q13

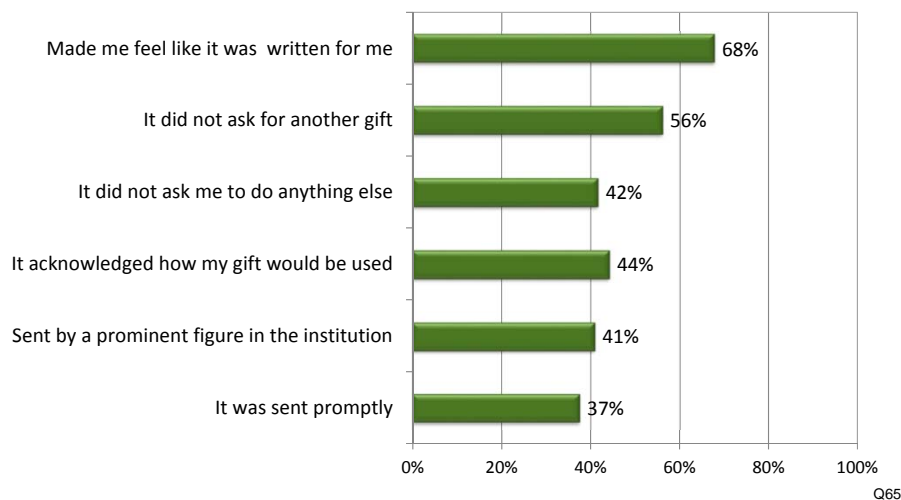
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## What Donors Want

## The Three Essentials

- Prompt, meaningful gift acknowledgment
- Designation of gift to a program, service or project more narrow in scope than the charity's overall mandate
- Measurable results on the last gift before being asked for another one

## Exceptional Qualities of Great Thank You Letters



## THANK YOU CALLS

### The Power of Personal Thanks!

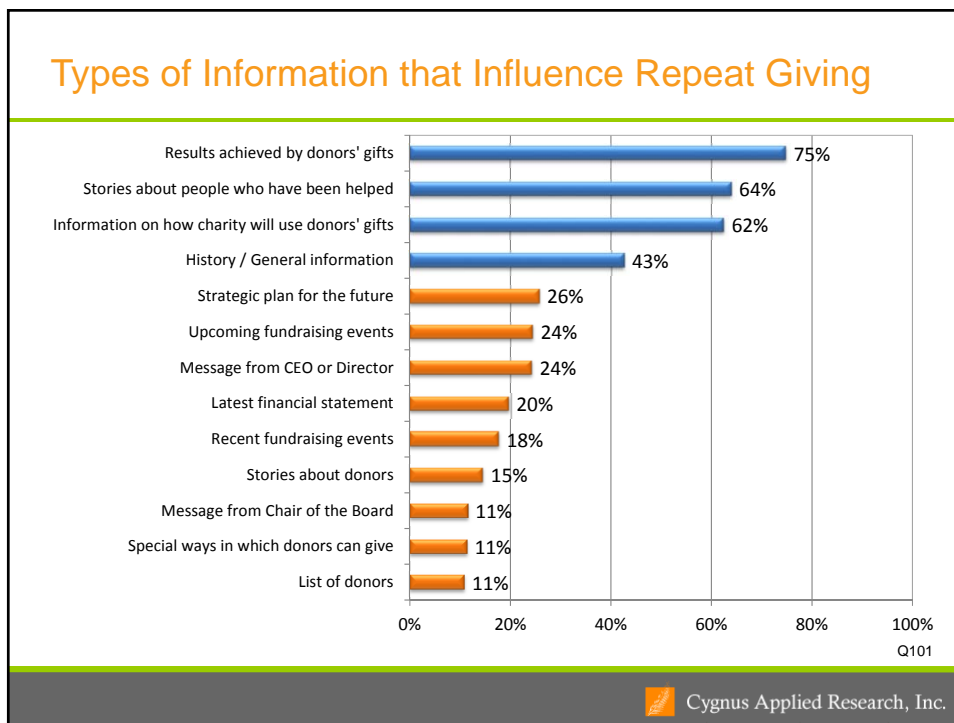
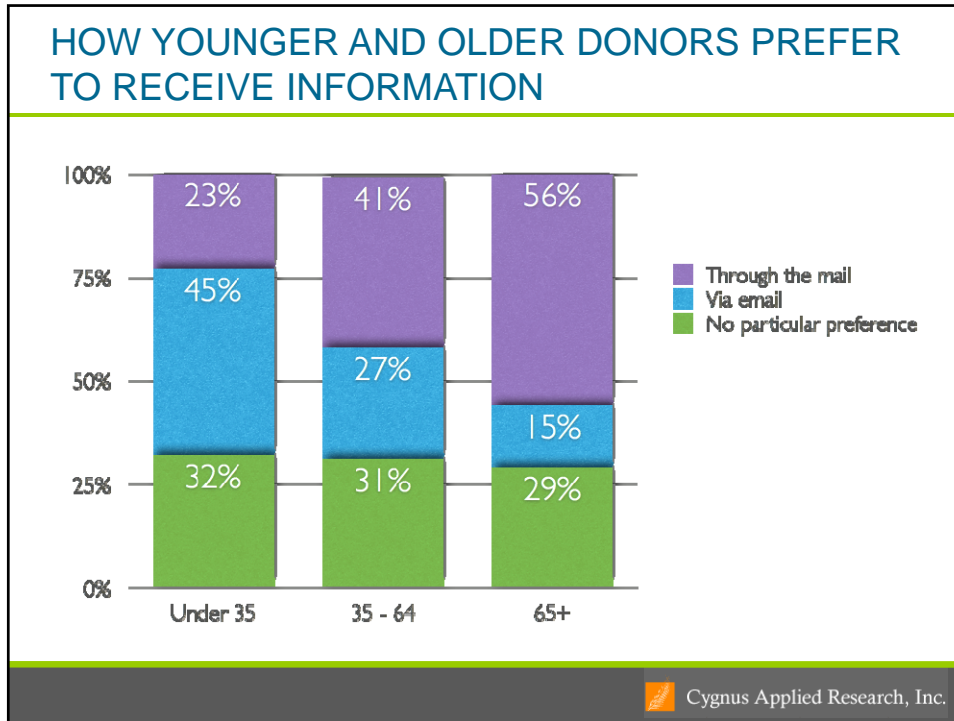
- **95%** of respondents would be very appreciative if a member of the Board of Directors called them within a few days of receiving their gift just to say thank you
- **93%** would definitely or probably give again the next time they were asked
- **84%** of those who would give again would definitely or probably make a larger gift
- **74%** of those who give again would continue to give indefinitely

## Do Thank You Calls Make Money?

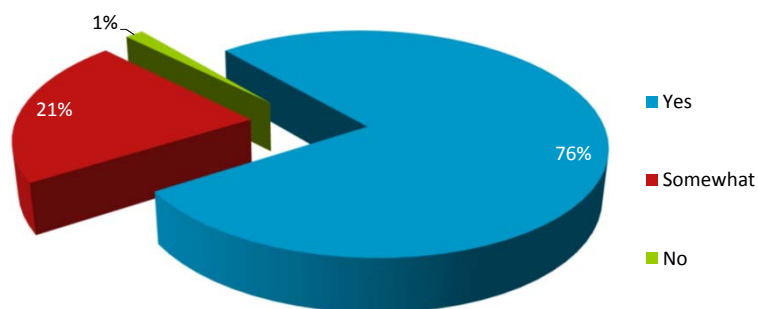
- Yes. One out of three donors who received a call and subsequently made a gift, attribute the thank you call itself for their decision to give again. 21% of those who gave again after getting a thank you call gave more generously than before as a result.

## Influence of Status of Caller on Donors' Future Giving Decision

Action Influenced by the Thank You Call	Caller			
	Fundraising Staff	Board Members/ Deans/ Physicians/ Presidents	Other Volunteers	Students
Gave again before being asked	6%	<b>14%</b>	6%	4%
Gave again when asked	26%	<b>31%</b>	23%	29%
Made a larger gift	21%	<b>27%</b>	16%	17%



### Are Websites Effective in Addressing Donors' Needs?



Q72

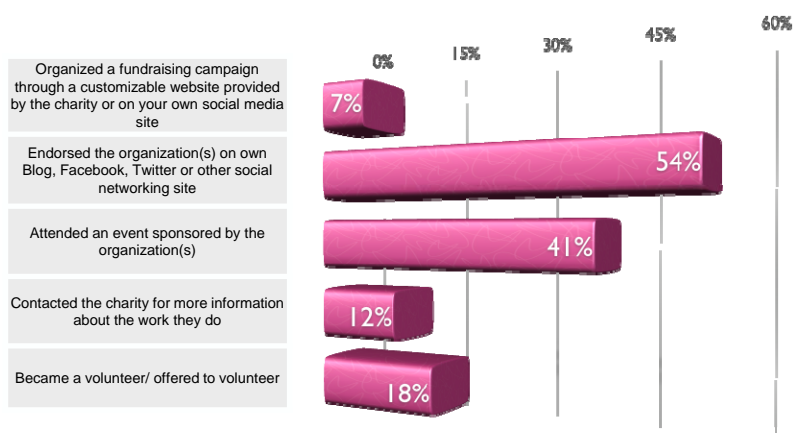
## SOCIAL MEDIA AND ITS IMPACT ON GIVING

## WHY DONORS FOLLOW CHARITIES THROUGH SOCIAL MEDIA

- 67% - posts relevant updates on their work
- 47% - to learn about upcoming events
- 44% - info more up-to-date than thru other media
- 31% - conversational style of communication
- 23% - to connect with like-minded followers
- 20% - the charity is an expert in its field

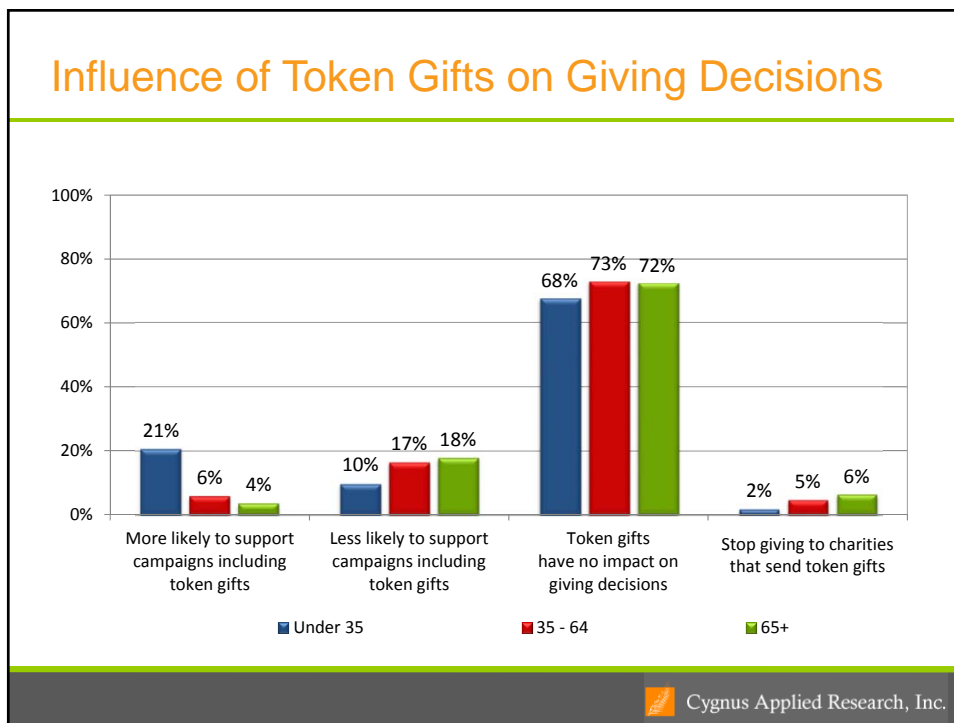
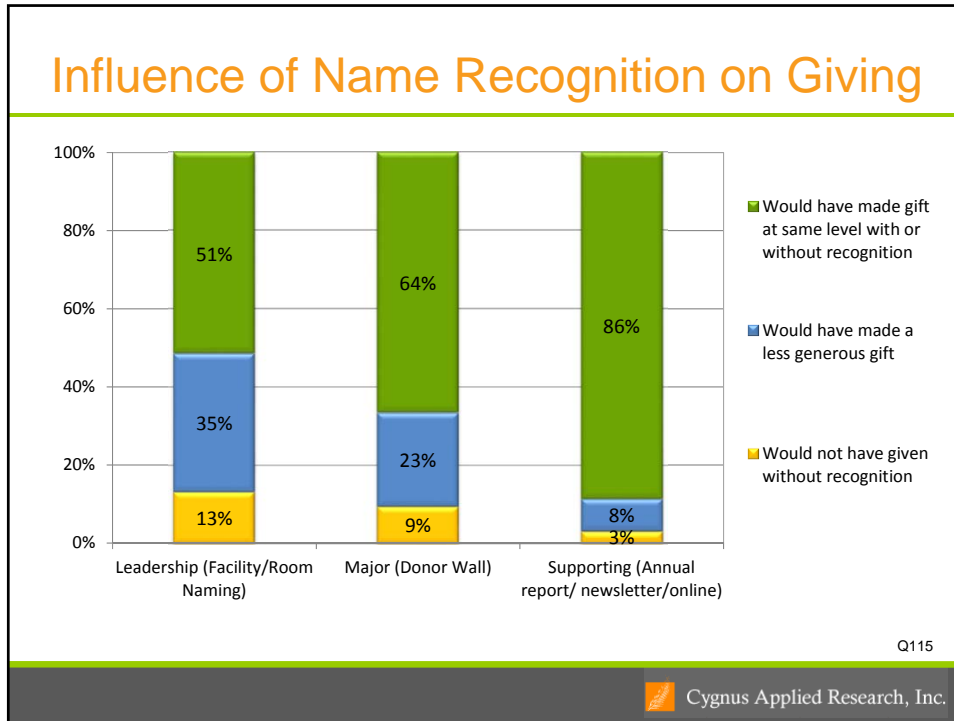
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## HOW FOLLOWING CHARITIES ON SOCIAL MEDIA AFFECTS ENGAGEMENT



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## Donors' Satisfaction with Recognition Events

- **85%** of donors who have attended an event have expressed satisfaction with their experience
- Factors that create a satisfying event experience:
  - **87%**: Interaction with staff / volunteers
  - **83%**: Meeting other donors of same interest
  - **83%** Event held at a convenient time
  - **78%**: Logistics of event
  - **75%**: Reassurance that gifts are put to good use
  - **73%**: Recognition made donor feel valued
- Lack of interest (**48%**) and Not being available (**37%**) were most often cited reasons among donors who chose not to attend an event to which they were invited

 Cygnus Applied Research, Inc.

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