

Edinboro University of Pennsylvania

Donor Survey

The primary purpose of this survey is to assess your satisfaction level with your giving experience at Edinboro University. As an Edinboro contributor, we value your input as we continue to improve the effectiveness our fundraising efforts and general stewardship procedures. All responses will be kept confidential, and there will be an opportunity at the end of this survey to offer any additional advice or comments. Thank you for participating!

Q1 How often do you donate to Edinboro University of Pennsylvania (EUP)?

- 44.5% *Annually*
- 3.3% *Bi-Annually*
- 6.1% *More than twice a year*
- 11.7% *Rarely*
- 30.7% *Never, Please go to Q11*
- 3.5% *Not Sure*

Q2 What is the primary reason for why you support Edinboro University financially?

- 49.3% *I feel obligated to give something back/show my appreciation.*
- 14.1% *Because I was asked.*
- 22.3% *I believe in what Edinboro University is doing now and want to support new initiatives.*
- 13.5% *Other*
- If you selected other, please explain.*
- 13.5%

Q3 Please tell us how satisfied or dissatisfied you are with each of the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
The method by which EUP makes requests for donations	23.1%	51.0%	19.7%	3.4%	1.1%
Your ability to designate what your donation is to be used for?	29.3%	39.2%	25.1%	4.8%	0.6%
The information you receive regarding the use of your donation?	16.6%	40.0%	30.4%	10.1%	0.8%
The recognition you receive for being a donor?	22.5%	42.8%	29.6%	2.3%	0.3%
Overall, the relationship between Edinboro University and yourself as a donor?	25.1%	47.6%	22.3%	3.1%	0.6%

How adequately informed do you feel regarding the positive impact your financial gifts have on Edinboro University?

18.3% 42.0% 31.3% 5.6% 1.4%

Q4 Please tell us how much you agree or disagree with each of the following statements.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Undecided</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
EUP effectively communicated its need for donations.	20.6%	56.1%	15.5%	3.4%	0.8%
My questions about donations were answered respectfully and completely.	22.5%	49.9%	19.2%	1.7%	0.3%

Q5 In general, do you feel the University acknowledges your gift in a timely fashion?

83.1% *Yes*
2.8% *No*
13.0% *Uncertain*

Q6 After making a gift to Edinboro University, how would you rate the University's acknowledgment of your gift?

1.1% *Too much acknowledgment*
91.3% *Just enough acknowledgment*
5.1% *Not enough acknowledgment*

Q7 For each of the following, how would you rate each of them in terms of their importance to you as a donor? Use the 5-point scale, where 5 means "very important" and 1 means "not at all important."

	<i>5 Very Important</i>	<i>4 Important</i>	<i>3 Indifferent</i>	<i>2 Not Important</i>	<i>1 Not at all important</i>
How much do annual giving levels influence your decisions about how much to give the University each year?	2.5%	15.5%	38.6%	24.5%	17.7%
Acknowledgment of your donation by Standard Receipt	8.7%	38.6%	33.5%	9.9%	7.9%
Acknowledgment of your donation by personal thank you letter from President, staff, volunteer, or student	12.4%	33.8%	30.1%	13.0%	8.7%
Acknowledgment of your donation by Listing of your name in our annual Donor Report	12.4%	40.0%	29.9%	7.9%	8.5%

Q8 In our annual Donor Report, in what order do you feel donors should be listed?

13.0% *Alphabetical*
6.8% *Listed by gift size or gift society*
29.6% *Listed by graduating class*
38.6% *Some combination of those above*
10.7% *Uncertain*

Q9 Please recall your first gift to Edinboro University - what prompted you to give to Edinboro University for the first time?

51.3% *Call from a student*
14.4% *Letter received in the mail*
2.3% *Personal visit from staff or volunteer*
0.8% *Senior class gift*
0.6% *Reunion class gift*
20.0% *None of the above - I decided to do it on my own*

9.9% *Other*

If you selected other, please explain

9.9%

Q10 How do you prefer to be contacted about your annual gift each year?

29.6% *Telephone call from a student*

47.3% *Request through the mail*

13.8% *Email request*

1.7% *Personal visit from staff/volunteer*

0.8% *Personal visit or call from a classmate*

5.6% *Other/None of the above*

If you selected other, please explain

3.9%

Q11 Please answer this question only if you have never donated to Edinboro University. Which best describes the reason you have never donated to Edinboro University?

5.3% *No one asked*

5.5% *Support other non-profits*

16.8% *Financial reasons*

4.9% *Other*

If you selected Other, please explain

5.1%

Q12 In closing, do you have any other comments, observations, or recommendations for either the Development and Marketing Division, or for the University as a whole?

28.1%

Q13 Please select the one category that best describes your present-day status.

10.4% *Faculty/staff*

4.1% *Friend of the University*

83.4% *Alumni*

If a graduate of Edinboro, please list Class Year below.

66.0%

THANK YOU!