

2011 Millennial Donor Survey Data Detail

Total Number of Published Surveys

	Number of published Surveys	Eligible Surveys (age 20-35)
Total	3722	2953

What is your age?

	Under 20	20-24	25-29	30-35	36+	# of Respondents
Total	15	563	1122	1268	733	3701
Percentage	0%	15%	30%	34%	20%	

What is your highest level of education completed?

	GED	High School Diploma	Some College	Associates Degree	Bachelors Degree	Some Graduate
Total	8	12	151	29	1258	363
Percentage	0%	0%	5%	1%	43%	12%

	Masters Degree	Professional Certificate	Some Post Graduate	PhD/JD/MD	# of Respondents
Total	730	49	47	284	2931
Percentage	25%	2%	2%	10%	

In 2010, did you volunteer?

	Yes	No	# of Respondents
Total	2271	616	2887
Percentage	79%	21%	

In 2010, how often did you volunteer?

	Once a week or more	A few times a month	Once a month	A few times per year	Once a year	# of Respondents
Total	314	419	276	1001	261	2271
Percentage	14%	18%	12%	44%	11%	99%

How often do you plan on volunteering in 2011?

	Less than 2010	The same as 2010	More than 2010	Not planning on volunteering in 2011	# of Respondents
Total	159	1330	1081	316	2886
Percentage	6%	46%	37%	11%	

What types of organizations are you most likely to volunteer?

	Arts & Culture	Education	Environment	Health	Human Services
Total	779	1237	621	515	1205
Percentage	33%	52%	26%	22%	50%

	International Affairs	Religious/Faith Based	Other	# of Respondents
Total	199	848	194	2394
Percentage	8%	35%	8%	

How do you prefer to volunteer? (Respondents can check multiple responses)

	On my own	With friends and family	Organized group (church, YP group)	Organized workplace volunteering	Other	# of Respondents
Total	1094	1516	1400	832	23	2485
Percentage	44%	61%	56%	33%	1%	

What motivates you to volunteer?

	Compelling mission and cause	Friends or family involved	Networking and Professional Development	Encouragement from a celebrity or influential leader	Compelling information on website
Total	1998	1295	961	59	281
Percentage	84%	55%	40%	2%	12%

	Trust in the leadership of the organization	Other	# of Respondents
Total	842	117	2374
Percentage	35%	5%	

How likely you are to volunteer for the following types of activities? (check all that apply)

One-time project

	Very Uninterested	Somewhat uninterested	Neutral	Somewhat Interested	Very interested	# of Respondents
Total	181	241	284	1044	587	2337
Percentage	8%	10%	12%	45%	25%	

Ongoing general volunteer commitment

	Very Uninterested	Somewhat uninterested	Neutral	Somewhat Interested	Very interested	# of Respondents
Total	176	467	541	884	249	2317
Percentage	8%	20%	23%	38%	11%	

Committee or leadership opportunities

	Very Uninterested	Somewhat uninterested	Neutral	Somewhat Interested	Very interested	# of Respondents
Total	228	441	490	770	400	2329
Percentage	10%	19%	21%	33%	17%	

You can provide professional expertise

	Very Uninterested	Somewhat uninterested	Neutral	Somewhat Interested	Very interested	# of Respondents
Total	213	256	356	891	600	2316
Percentage	9%	11%	15%	38%	26%	

Special event (gala, sports tournament)

	Very Uninterested	Somewhat uninterested	Neutral	Somewhat Interested	Very interested	# of Respondents
Total	290	420	398	789	435	2332
Percentage	12%	18%	17%	34%	19%	

What are your primary reasons for not volunteering? (check all that apply)

	Lack of time	Not having enough information	Not being asked	Not knowing how my time well be spent
Total	2229	675	1185	557
Percentage	84.9%	25.7%	45.1%	21.2%

	Not feeling like my skills are being utilized	Not having a say in the direction of the organization	Other	# of Respondents
Total	394	205	180	2625
Percentage	15.0%	7.8%	6.9%	

What is the total dollar amount you donated to a nonprofit/charitable organization(s) in 2010?

	\$0	\$1-\$50	\$51-\$100	\$101-\$150	\$151-\$200
Total	194	319	302	218	222
Percentage	7%	12%	11%	8%	8%

	\$201-\$499	\$500-\$750	\$751-\$1,000	\$1,000+	# of Respondents
Total	437	287	141	558	2678
Percentage	16%	11%	5%	21%	

What is the single largest donation you made to a nonprofit/charitable organization in 2010?

	\$1-\$50	\$51-\$100	\$101-\$150	\$151-\$200	\$201-\$499
Total	577	471	279	155	365
Percentage	25%	21%	12%	7%	16%

	\$500-\$750	\$751-\$1,000	\$1,000+	# of Respondents
Total	170	53	222	2292
Percentage	7%	2%	10%	

How many different organizations did you support financially in 2010?

	1	2	3	4	5+	# of Respondents
Total	370	571	568	282	598	2389
Percentage	15%	24%	24%	12%	25%	

In 2010, how did you make your donation(s)? (check all that apply)

	Responded to a personal request for support	Online via an organization website	Responded to an Email	Online via a donation site	Facebook	Text
Total	1354	1131	572	402	102	130
Percentage	59%	49%	25%	17%	4%	6%

	Responded to a letter via mail	Phone	Mobile App	Other	# of Responents
Total	698	238	14	357	2306
Percentage	30%	10%	1%	15%	

How would you prefer to make a donation to an organization? (check all that apply)

	Responded to a personal request for support	Online via an organization website	Responded to an Email	Online via a donation site	Facebook	Text
Total	1099	1323	568	478	123	103
Percentage	48%	58%	25%	21%	5%	5%

	Responded to a letter via mail	Phone	Mobile App	Other	# of Respondents
	469	117	85	146	2280
	21%	5%	4%	6%	

Would you participate in a giving circle or group giving program where donations were pooled and given to an organization as a group?

	Yes	No	Unsure	# of Respondents
Total	683	558	1241	2482
Percentage	28%	22%	50%	

Would you donate to an organization through an online fundraising contest?

	Yes	No	Unsure	# of Respondents
Total	901	525	835	2261
Percentage	40%	23%	37%	

How much do you plan on donating in 2011?

	Less than 2010	The same as 2010	More than 2010	Not planning on donating in 2011	# of Respondents
Total	106	1245	907	27	2285
Percentage	5%	54%	40%	1%	

What types of organizations are you most likely to give a donation? (check all that apply)

	Arts & Culture	Education	Environment	Health	Human Services	International Affairs
Total	889	1508	671	803	1347	290
Percentage	39%	66%	29%	35%	59%	13%

	Religious/Faith Based	Other	# of Respondents
Total	904	119	2288
Percentage	40%	5%	

What factors motivate you to give financially to an organization? (check all that apply)

	Compelling mission or cause	Face to face meeting with a staff or board member	Friend or peer endorsement	Family endorsement	Celebrity or influential leader endorsement	Workplace fundraising drive
Total	1946	810	1196	964	45	777
Percentage	85%	35%	52%	42%	2%	34%

	Compelling video about an organization or constituents served	Personal connection or trust in leadership of the organization	Fundraising contest	Other	# of Respondents
Total	272	1284	124	87	2282
Percentage	12%	56%	5%	4%	

In what instances would you give money to an organization? (check all that apply)

Organization specifies a particular contribution amount

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	278	452	812	560	107	2209
Percentage	13%	20%	37%	25%	5%	

Organization specifies where the donation is going

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	115	98	202	868	931	2214
Percentage	5%	4%	9%	39%	42%	

The donation is for a specific project or purpose

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	112	93	188	861	953	2207
Percentage	5%	4%	9%	39%	43%	

My gift is matched by another donor

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	119	113	355	727	895	2209
Percentage	5%	5%	16%	33%	41%	

A fundraising goal amount is specified

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	107	239	764	743	315	2168
Percentage	5%	11%	35%	34%	15%	

I fully trust the organization

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	138	58	149	538	1325	2208
Percentage	6%	3%	7%	24%	60%	

In what instances would you likely stop donating to an organization? (check all that apply)

Didn't know how the donation was making an impact

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	70	111	341	986	702	2210
Percentage	3%	5%	15%	45%	32%	

Lack of trust in the organization

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	120	25	73	244	1755	2217
Percentage	5%	1%	3%	11%	79%	

The organization asked for support too frequently

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	69	145	373	821	797	2205
Percentage	3%	7%	17%	37%	36%	

The organization didn't ask for support or renewed support

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	124	376	898	526	274	2198
Percentage	6%	17%	41%	24%	12%	

Didn't feel a personal connection to the organization

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	99	156	355	848	747	2205
Percentage	4%	7%	16%	38%	34%	

Lack of technology tools (social media, videos, e-newsletters)

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	272	547	869	364	155	2207
Percentage	12%	25%	39%	16%	7%	

What factors influence your ability to trust an organization? (check all that apply)

	Friends or Family recommend the organization	You have met the organization's leadership	The organization reports how financial support makes a difference	The organization reports their financial condition	Other	# of Respondents
Total	1825	1491	1671	1013	100	2385
Percentage	77%	63%	70%	42%	4%	

Are you currently involved in a young professional group affiliated with a nonprofit?

	Yes	No	No, but I'm interested in getting involved	# of Respondents
Total	598	1392	467	2457
Percentage	24%	57%	19%	

Would you join a young professional group if there was a fee or donation required to participate?

	Yes	No	Unsure	# of Respondents
Total	418	161	459	1038
Percentage	40%	16%	44%	

What are the primary reasons you would be involved in a young professional group? (check all that apply)

	Compelling mission/cause	Friends involved	Co-workers involved	Networking and socialization	Career and professional development	Interaction with organization leadership	Other
Total	831	641	314	805	784	391	15
Percentage	80%	61%	30%	77%	75%	37%	1%
	# of Respondents 3781						

What do you believe are the primary roles of a young professional group? (check all that apply)

	To organize educational/informational events about the cause	To provide social and networking opportunities for like minded individuals	Fundraise for the organization	Advocate for the cause	Getting friends involved with the organization	Volunteer support for the organization	Social media ambassadors and helping spread the messages about the cause
Total	635	748	482	686	315	556	
Percentage	61%	72%	47%	66%	30%	54%	31%
	Other	# of Respondents					
Total	16	1035					
Percentage	2%						

Which of the following fundraising activities would you most likely attend or participate? (check all that apply)

Dinner with entertainment or performance

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	172	283	396	1042	454	2347
Percentage	7%	12%	17%	44%	19%	

Small private events or gatherings with donors or influential leaders

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	201	363	494	878	399	2335
Percentage	9%	16%	21%	38%	17%	

Social cocktail party with peers

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	220	282	396	934	510	2342
Percentage	9%	12%	17%	40%	22%	

Sports/game tournament

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	281	289	403	851	511	2335
Percentage	12%	12%	17%	36%	22%	

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Which of the following fundraising activities would you most likely attend or participate? (check all that apply)

Walk/run

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	259	252	479	841	422	2253
Percentage	11%	11%	21%	37%	19%	

Online auction

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	567	652	644	388	73	2324
Percentage	24%	28%	28%	17%	3%	

Silent auction at an event

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	412	567	628	484	118	2209
Percentage	19%	26%	28%	22%	5%	

Raffle at an event

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	366	503	640	685	135	2329
Percentage	16%	22%	27%	29%	6%	

Scavenger Hunt

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	543	516	568	513	185	2325
Percentage	23%	22%	24%	22%	8%	

Informational speaker/presentation

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely	# of Respondents
Total	221	346	630	907	281	2385
Percentage	9%	15%	26%	38%	12%	

What are your preferred ways to learn about an organization and their activities? (check all that apply)

	Web search	Email communication from the organization	Text	Blogs	Facebook	Twitter	Print
Total	1677	1465	106	375	787	212	746
Percentage	71%	62%	4%	16%	33%	9%	32%

	TV/media stories or promotions about the organization	Contests	Conversation with an organization's leadership	Face to face meeting	Peer endorsement (Family member or friend)	Other	# of Respondents
Total	869	159	972	991	1334	36	2363
Percentage	37%	7%	41%	42%	56%	2%	

What information do you look for on an organization website? (check all that apply)

Organization mission and history

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	44	158	476	799	803	2280
Percentage	2%	7%	21%	35%	35%	

Videos and impact on mission

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	253	504	814	448	235	2254
Percentage	11%	22%	36%	20%	10%	

Social media tools (Twitter/Facebook/YouTube/RSS Feeds)

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	557	517	693	326	167	2260
Percentage	25%	23%	31%	14%	7%	

Written stories or testimonials about impact and mission

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	125	402	779	723	242	2271
Percentage	6%	18%	34%	32%	11%	

What information do you look for on an organization website? (check all that apply)

Videos or stories about why donors give to the organization

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	362	606	732	417	140	2257
Percentage	16%	27%	32%	18%	6%	

Giving Guides (How financial support will make a difference)

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	80	175	558	920	536	2269
Percentage	4%	8%	25%	41%	24%	

Financial condition of the organization

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	73	242	686	796	487	2284
Percentage	3%	11%	30%	35%	21%	

Volunteer Opportunities

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	144	271	726	767	447	2355
Percentage	6%	12%	31%	33%	19%	

Fundraising events

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	197	390	790	635	248	2260
Percentage	9%	17%	35%	28%	11%	

Opportunities to participate in focus groups and give feedback

	Not Important at All	Slightly Important	Moderately Important	Very Important	Extremely Important	# of Respondents
Total	280	481	775	499	220	2255
Percentage	12%	21%	34%	22%	10%	

How frequently do you want to hear from an organization that is of interest to you?

	Daily	Weekly	Monthly	Quarterly	Once per year	Other	# of Respondents
Total	20	255	1052	789	277	53	2446
Percentage	1%	10%	43%	32%	11%	2%	

What types of communication do you prefer to receive from an organization you support? (check all that apply)

	Updates on programs or services	Updates on financial condition	Information about other donors	Volunteer opportunities	Fundraising events	Informational and education sessions	
Total	1788	983	263	1585	1280	1018	
Percentage	79%	43%	12%	70%	56%	45%	

	Opportunities to attend focus groups or provide feedback	Activities and events for young professionals	How donating can make a difference	How to help spread the word about the organization activities and programs	Other	# of Respondents
Total	665	1283	1105	485	23	2272
Percentage	29%	56%	49%	21%	1%	