



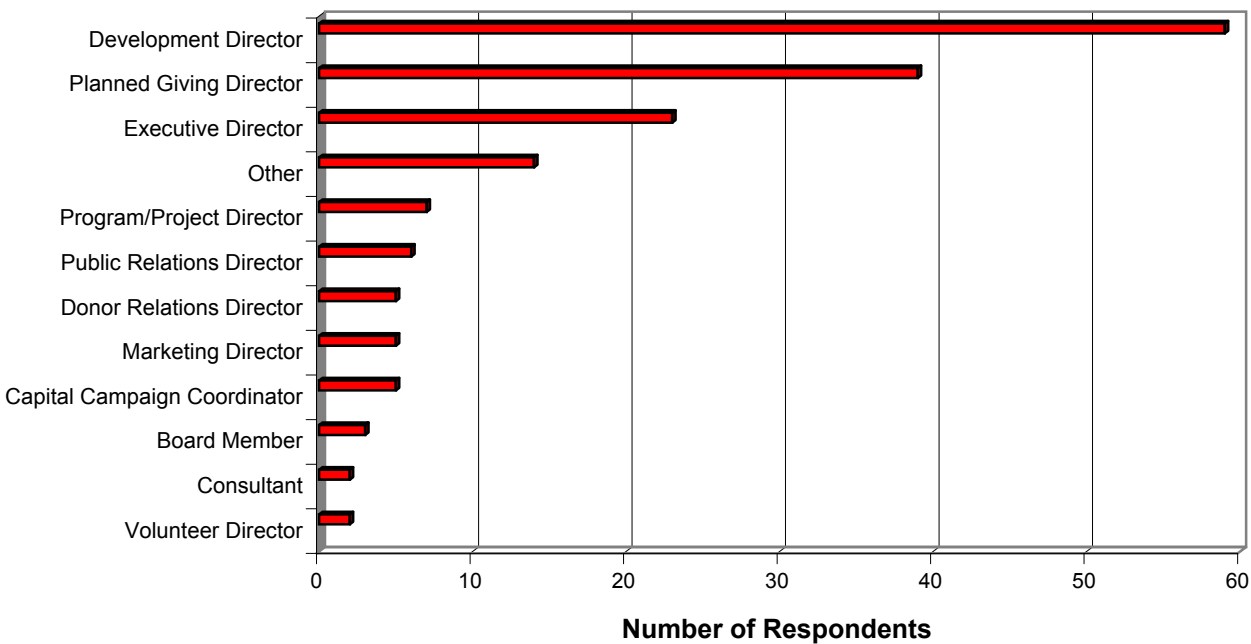
Donor Recognition and Campaign Awareness E-Survey Results

PlannedLegacy Donor Recognition and Campaign Awareness E-Survey Results

The first annual PlannedLegacy Donor Recognition and Campaign Awareness E-Survey achieved both an exceptional response rate and a high quality of respondents. The survey was delivered via e-mail and the Internet to an in-house opt-in mailing list of 1300 non-profit professionals

An 11 per cent response rate resulted in 140 completed surveys, the bulk of which came from Development Directors, Planned Giving Directors and Executive Directors. Respondents also had the option of selecting more than one job title or area of responsibility and many chose to do so.

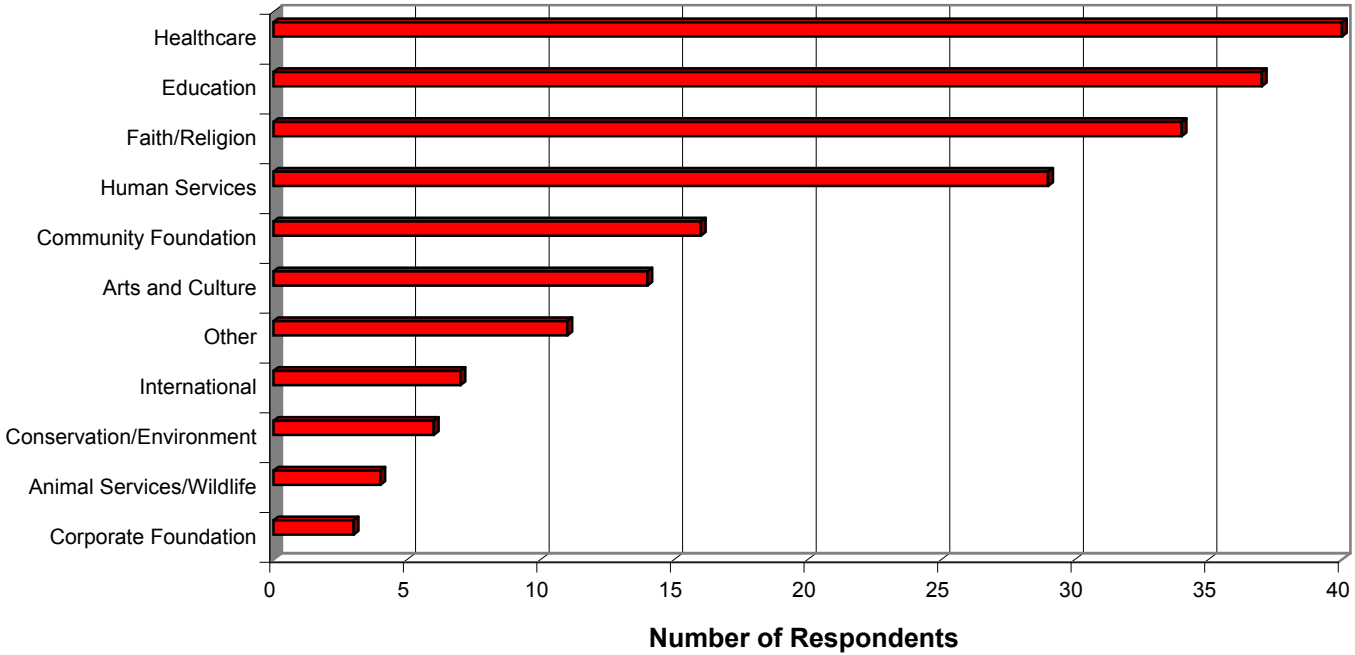
Survey Respondents by Position Type



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Survey responses represented a wide variety of non-profit sectors led by healthcare, education, faith/religion, human services, community foundations and arts and culture. Survey respondents were given the option of indicating that they worked within more than one non-profit sector. A small number of respondents chose multiple sectors.

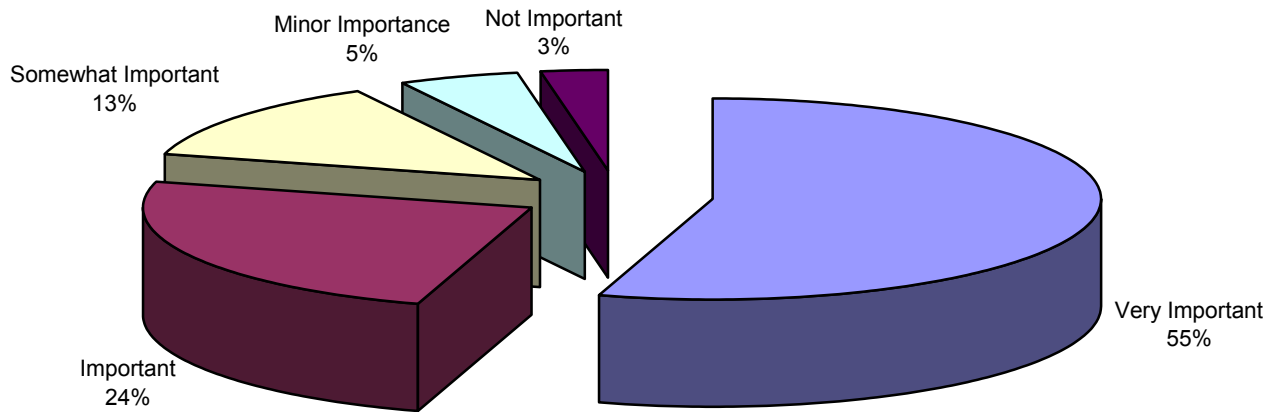
Survey Respondents by Organization Type



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Donor recognition was rated as an important component of fundraising efforts by 92 per cent of respondents and rated as very important by 55 per cent of respondents.

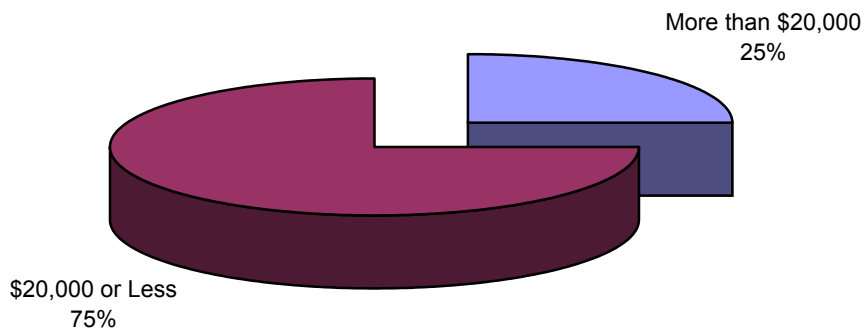
Importance of Donor Recognition to Fundraising Efforts



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Despite the fact that 92 per cent of respondents rated donor recognition as an important component of their fundraising efforts, only 25 five per cent of respondents said that they allocated more than \$20,000 towards their annual recognition budgets.

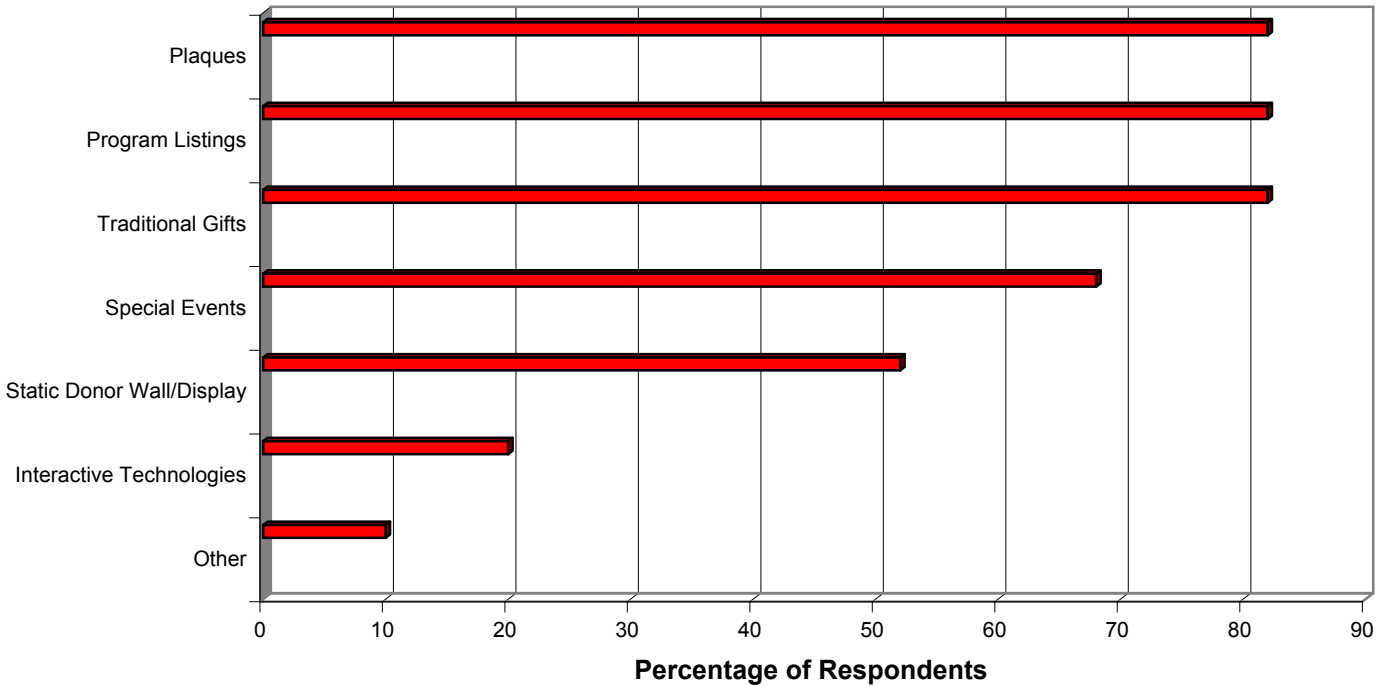
Amount Spent on Donor Recognition



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A wide variety of donor recognition methods were cited. The use of emerging and interactive technologies such as the Internet, interactive kiosks and plasma displays was indicated by 20 percent of respondents.

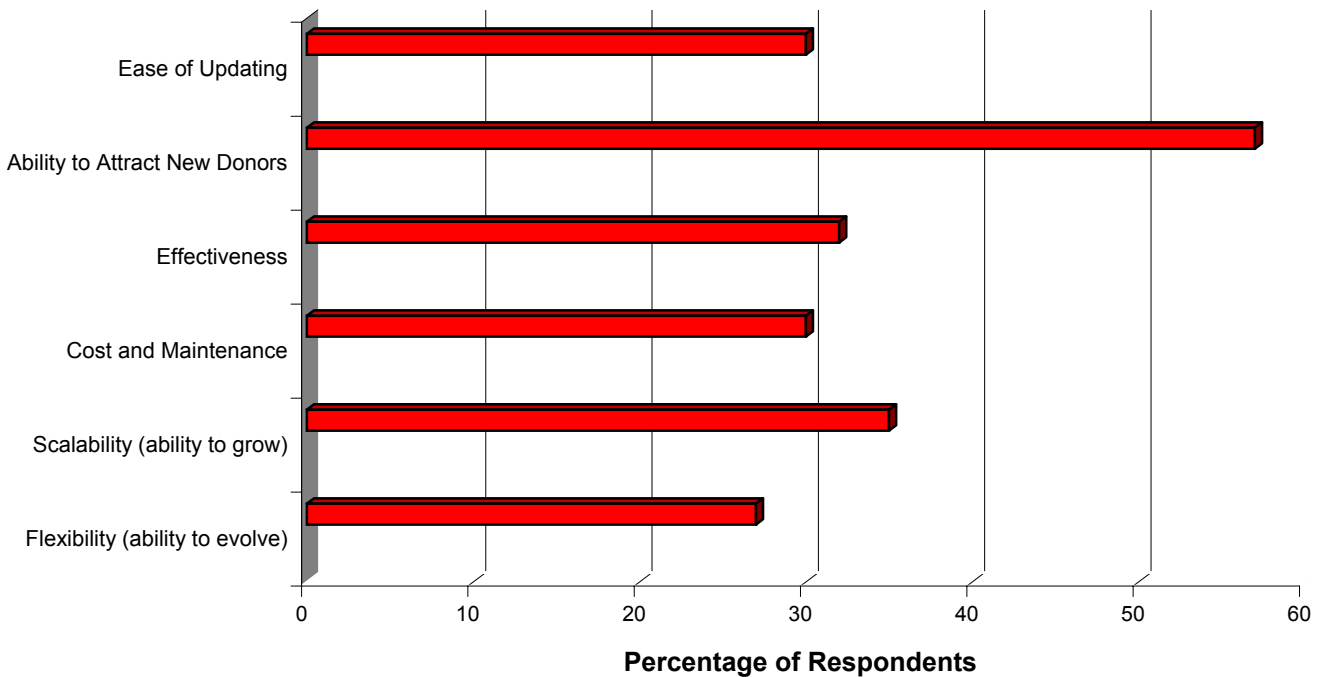
Donor Recognition Methods



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A significant proportion of respondents indicated some degree of dissatisfaction with their current donor recognition systems, with the major drawback most often cited as the inability of their current systems to attract new donors.

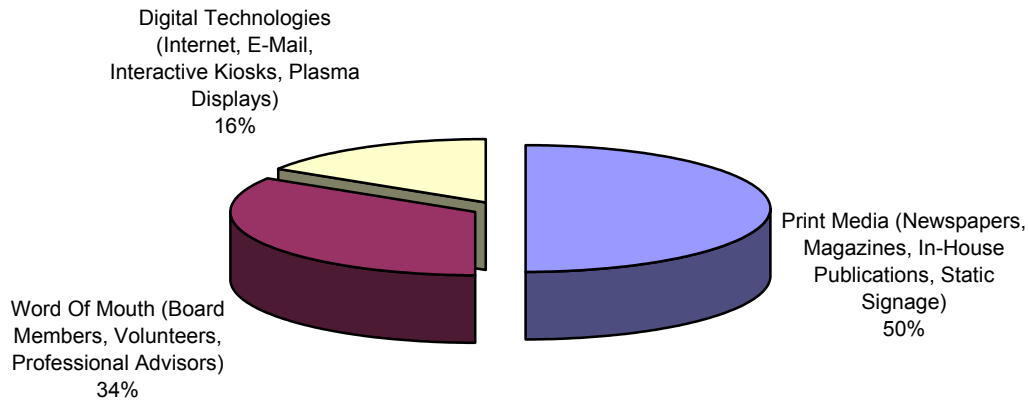
Areas That Need Improvement in Current Donor Recognition Systems



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The use of digital communications delivered via the Internet, e-mail, interactive kiosks and plasma displays has now become commonplace in campaign promotion budgets, accounting for 16 per cent of promotional methods cited.

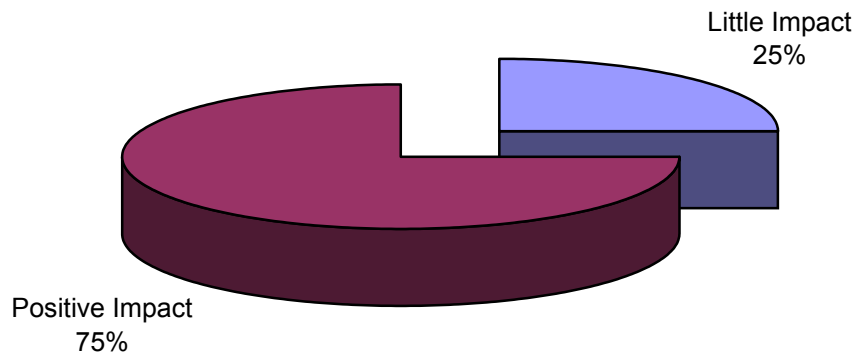
Campaign Promotion Methods



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Ninety-one per cent of respondents agreed that interactive technologies were being used to create campaign awareness, enhance recognition systems and communicate with contributors. Seventy-five per cent of respondents indicated that the use of such technologies would have a positive impact on their fundraising efforts.

Expected Impact of Emerging Interactive Technologies on Donor Recognition and Campaign Awareness



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Budgetary constraints were cited as the major challenge to overcome when implementing new technologies, followed by lack of human resources.

Implementing New Technologies - Major Challenges

