

DonorPulseSM – Research Exclusive to the Not-for-Profit Sector



Who are the American Donors?

- 92% of Americans made a financial contribution to a non-profit in the past year
- 50% of those who donated in the past year gave to churches and other religious organizations
- 95% of those age 50 or older have contributed financially to a non-profit in the past year vs. 75% of those age 18-29
- 31% of participants volunteer on a weekly basis

Source: DonorPulse January 2006

DonorPulse data have been reported in the Wall Street Journal Online and the Chronicle of Philanthropy. Join DonorPulse and get the information *before* it makes news.

Wall Street Journal Online, April 24, 2006

Chronicle of Philanthropy, May 4, 2006

As a leader in the not-for-profit community, you understand the importance of research and its role in your day-to-day work. More importantly, you know the value of taking action based upon facts and trends impacting the not-for-profit world. But with tight budgets, little time to conduct research and ever increasing demands, where can you find reliable, actionable data about your customers—the people who donate their time, money and intellect to your organization?

Harris Interactive's DonorPulse is the source for that type of market intelligence.

Actionable Insights

DonorPulse is a quarterly internet study that attracts over 2,000 of your most important constituents – volunteers, contributors, high-value donors, advocates, and community influentials. Harris Interactive reaches out to these key audiences in an effort to find out what is motivating people to give and what is driving them to be connected to your organization. The study digs deep into where people are donating their time and money—and what they hope to see as a result of their efforts. Each quarter, Harris Interactive presents the results of our latest work in the DonorPulse Online Forum, updating the trends and data important to your business.

Imagine what impact it would have on your organization if you could:

- Calculate the reach and effectiveness of your media campaigns
- Test reaction to new programs, communications, campaigns and appeals
- Understand the opinions of stakeholders about legislation and/or issues of public policy affecting the not-for-profit sector

Timely Results

You have questions that need answers. Add them to the DonorPulse survey (\$1,250/question) and get results soon after the question is asked. Want to see how your organization ranks against others in donations and volunteerism? DonorPulse is a terrific opportunity to measure your progress against others. To learn more about DonorPulse or Harris Interactive's Nonprofit Research Practice, please contact us.

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