

## Harris Poll Non-Profit Giving Trends<sup>SM</sup>

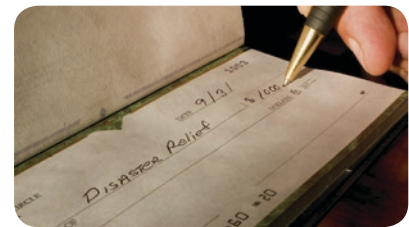
A nonprofit organization (NPO) requires the same intelligent stakeholder research as a for-profit business. Yet, as the number of under-served communities continues to grow, an NPO must work even harder to balance these critical information needs with fulfilling its mission.

Let Harris Interactive help with Non-Profit Giving Trends, a nationally representative online survey of 2,000 donors, volunteers, and advocates within the NPO sector.

### Access. Insight. Legacy.

With access to thousands of philanthropic Americans, Non-Profit Giving Trends uncovers why your constituents participate in the NPO sector, which organizations they support, and what they expect from their charitable effort in the coming year. Even more, it provides trend monitoring on giving, volunteerism, and advocacy going back to 2006 so that you can easily see how the economy has impacted giving behaviors. At the same time:

- Determine the major factors that motivate "giving".
- Learn how social media and network chatter influences support for NPOs and charitable organizations.
- Identify the influencers who can encourage support for your organization and move the needle on your cause.
- See the relationship between donors and volunteers and the causes or NPOs they support, and leverage that knowledge to strengthen your organization's bonds.
- Understand the overall attitudes and perceptions toward the nonprofit sector.



### Who is the American Donor?

- 73% of Americans made a financial contribution to a nonprofit in the past year
- 53% of those who donated in the past year gave to churches and other religious organizations
- 82% of those age 50 or older have contributed financially to a nonprofit in the past year vs. 56% of those age 18-29
- 39% of Americans think the nonprofit sector is on the right track; 40% are not sure

Source: DonorPulse March 2011

DonorPulse data has been reported in the *Wall Street Journal Online* and *Chronicle of Philanthropy*.

# Harris Poll Non-Profit Giving Trends<sup>SM</sup>

## Non-Profit Giving Trends Report

Subscribers will receive a full analytical report with all standard Non-Profit Giving Trends questions. Charter members are invited to submit questions for consideration for the standard report.

## Custom Questions

If you have specific questions that you would like to ask Non-Profit Giving Trends respondents, the Harris research team will work closely with you to draft and refine survey questions specific to your organization's research goals. Included with this option are two sets of standard cross-tabulations and a topline summary report of the data. Custom data runs, data files, or more in-depth reporting can be provided at an additional cost.

## Charter Membership

Become a charter member and help your organization get even more out of Non-Profit Giving Trends. Subscribe by 2/4/12 and take advantage of these additional benefits:

- 10% Pre-Field Discount
- Input into study questionnaire
- Receive press release one day early (mid-March)
- Receive report one day early (mid-March)
- Ability to add custom questions (\$1,500 per closed end question)

## Investment

Non-Profit Giving Trends Report	\$6,000
Custom Questions	\$1,500/question

## Contact Us

For more information on Non-Profit Giving Trends, other Omnibus offerings, or custom research services, please contact us at **877.919.4765** or [info@harrisinteractive.com](mailto:info@harrisinteractive.com).

AHEAD OF WHAT'S NEXT.

877.919.4765 [info@harrisinteractive.com](mailto:info@harrisinteractive.com) [www.harrisinteractive.com](http://www.harrisinteractive.com)

© 2011 Harris Interactive, Inc. All Rights Reserved. 12.11

