

2010 Report on Donor Behavior and Satisfaction

Three Rivers Community Foundation

**Report from the Research Team
of Three River Community Foundation
2011**

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Research Objectives

1. Assess donor's perceptions on the social change efforts that Three Rivers Community Foundation has been making.
2. Comprehend our donors' typical behavior throughout the years that they have been supporting Three Rivers Community Foundation.
3. Understand the general attributes among our donors.
4. Examine the funding capability regarding TRCF's individual giving resources.
5. Track the likely trend of funding towards social justice, to help board members to make strategic policy.

Methodology Overview

Data Collection: In 2010 TRCF conducted a survey with 33 questions to gain more awareness of their donors' satisfaction with how their funds were being allocated and what their perception was of how the Foundation is performing. Our survey questions were divided into three headings; Donor Behaviors, Work Rating of TRCF, and Demography of Donors.

Sample Size: We were sending out around 300 questionnaires using Survey Monkey system within 2 months in 2010; When our survey was closed, among 77 participants who completely answered our questions, 32 out of them were recognized as Three Rivers Community Foundation's donors and their answers accounted for the results of this donor analysis.

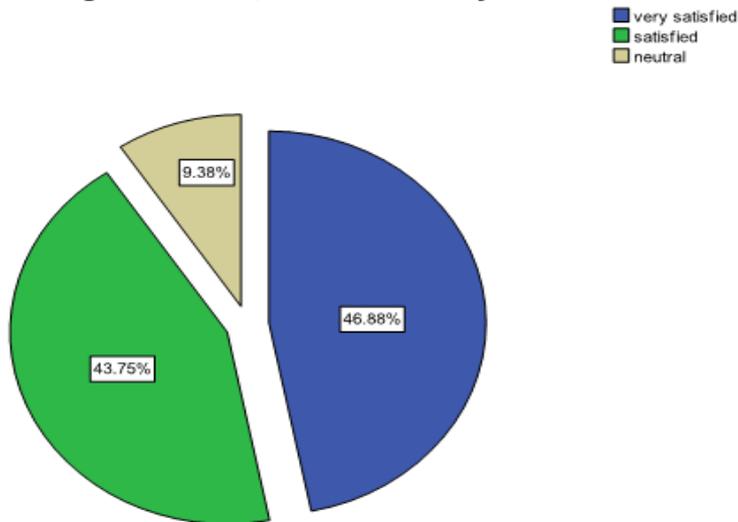
Internal Validity: The most important issue regarding the data validity was the shortage of participants, which did not show us adequate information of our donors in terms of their typical behavior and personal information. In addition, the survey link was sent out to a random sample of people recorded in our database, their attitudes might be marginalized in comparison to the majority of people. In that case, the results may not truly represent our main donors' opinions.

Key Findings

Donor Satisfaction With TRCF's Performance

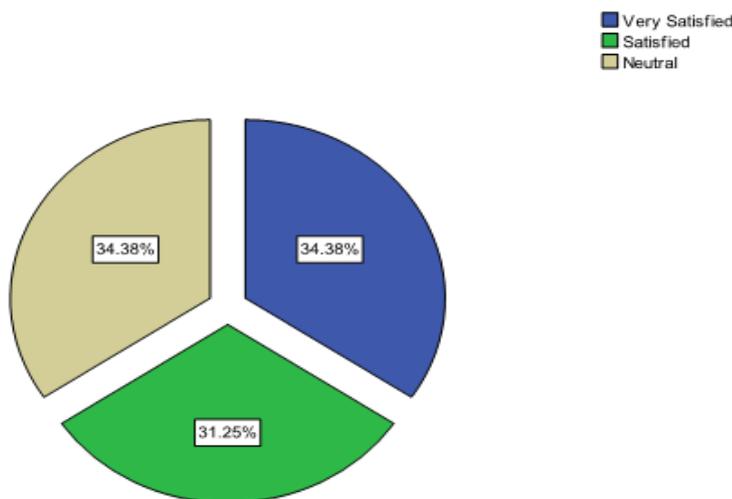
In this survey, we considered the general and concrete views of the satisfaction level for TRCF's performance expressed by our donors. The majority of the donors (90% of those surveyed) were satisfied with the overall performance of TRCF.

Figure 1: Overall, how satisfied are you with TRCF?



We also asked about the recognition that our donors receive for being a donor. The figure 2 below shows that 65 percent were satisfied, among which 34 percent were very satisfied with how they were recognized as a donor, even though the rest of the respondents were neutral to this issue.

Figure 2: Please tell us how satisfied or dissatisfied you are with each of the following.-How satisfied are you with the recognition you receive for being a donor?



Not all of the figures were equally as positive when it came to asking the participants about how satisfied they were with their ability to designate funds and with the information they receive about the donation. In figure 3, 37.5 percent of the respondent were neutral to this issue, 53 percent were-satisfied or very satisfied with their ability to designate how their contributions were used, with which 9.38 percent were dissatisfied. Slightly the same, with 28 percent of the respondents neutral to this issue, 65.6 percents were-satisfied or very satisfied with the information they receive regarding the use of their donation, with which 6.25 percent were dissatisfied.

Figure 3: How satisfied are you with your ability to designate what your donation is to be used for?

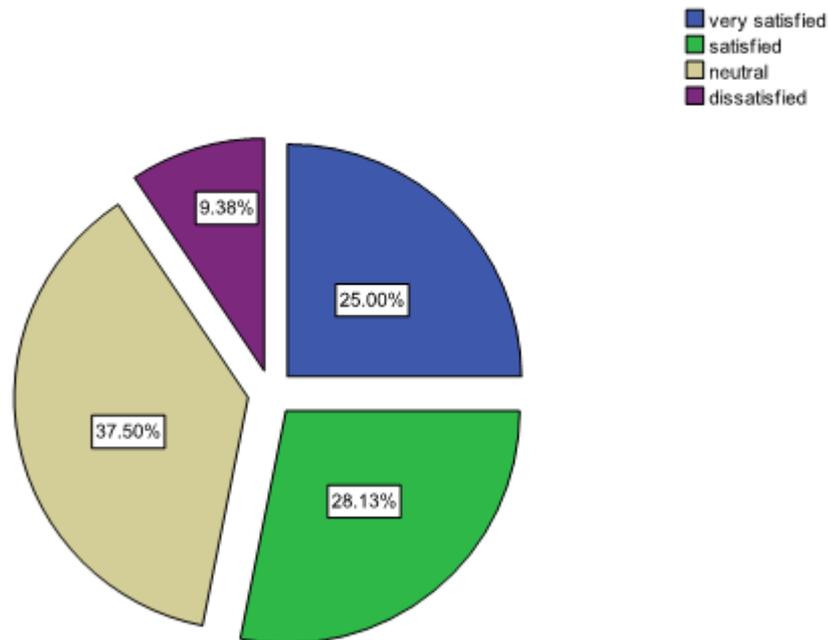
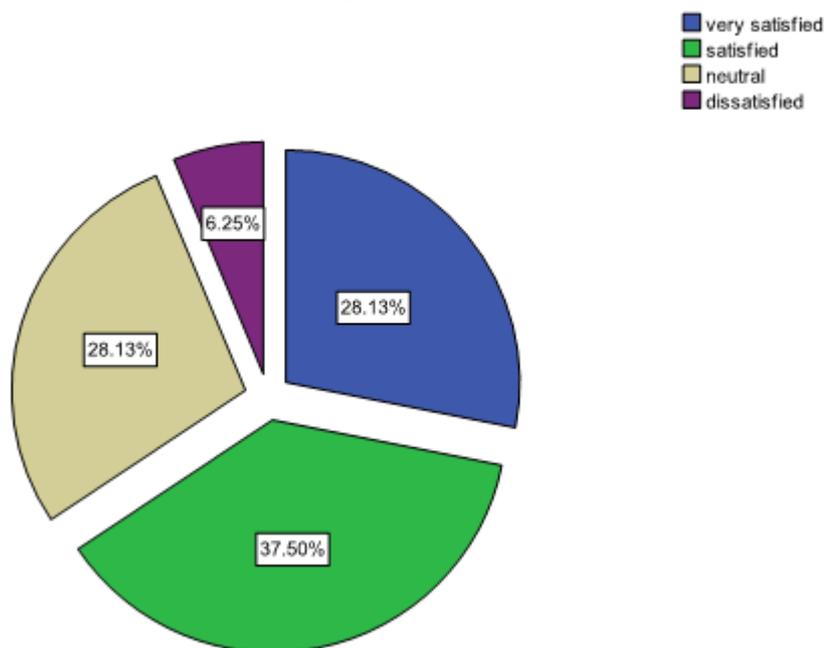


Figure 4: How satisfied are you with the information you receive regarding the use of your donation?



Rating TRCF’s Work And Accomplishments

Of the relatively small numbers of survey participants having contributed to TRCF before, it is obvious that the overall satisfaction of TRCF’s work was very good. Nearly 31 percent are inclined to choose the choices “1” meaning “excellent” and 53 percent chose “2” indicating “very good”. Meanwhile, none of the donors chose “poor” and only 2 people chose “fair.” After examining the correlation between the working rate and demographic variables and geographic variables, there were no significant differences, which means their yearly income and living areas had no impact on their rating of TRCF’s work and accomplishment.

Also, through the Chi-Square Tests, the attitude about Three Rivers Community Foundation being a conscientious and frugal steward of its financial resources showed a certain relationship with how participants rated TRCF's work. As a result, those who regard TRCF as a conscientious and frugal steward are more likely to rank TRCF's work as "excellent" or "very good", which shows TRCF's financial role is a primary consideration amongst our donor.

Donor Contribution Trends

In the figure, a majority of donors (31%) reported that their average financial support to TRCF is \$100 - \$199. It also can be observed from the concentration of the shape that the bulk of TRCF's donations are distributed within the range of \$20-\$199 (75%).

In addition, the majority of these donors donate to TRCF on an annual basis, and 81% of the donors who contribute to TRCF are likely to donate in the form of a check. What's more, although the responses are quite dispersed, usually people support TRCF for either 3-4 years or more than 10 years.

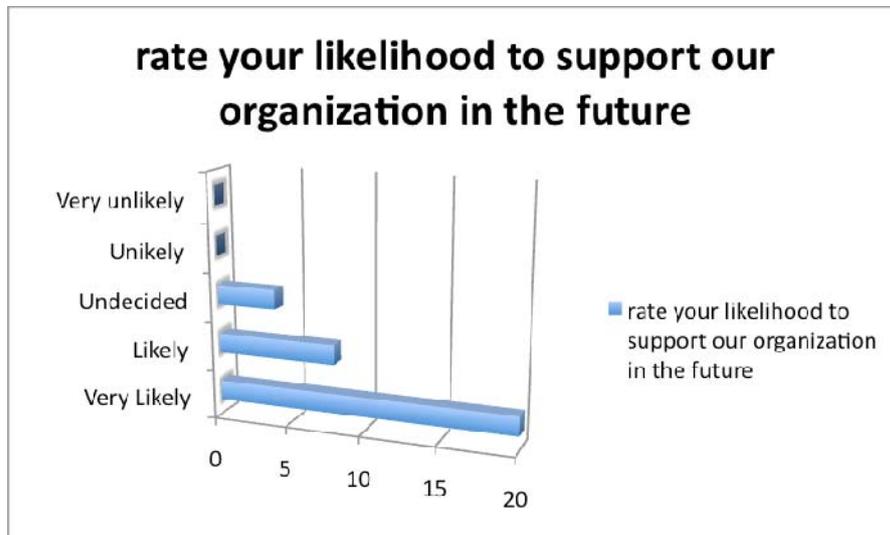
Having studied donors' behavior by looking at demographic variables and geographic variables, we found that our donors who have higher incomes were more likely to donate on yearly basis and donated a higher average contribution than our donors with lower incomes.

Distribution Of Donor's Demography

Judged by our respondents' answers, most of them: 1) Typically are married white females, mainly between the ages of 50 to 60 years old; 2) Own a house or someone in their household has a mortgage or loan; 3) Are living with more than one person, with a three person household as the typical family structure; 4) (more than half) Have one child under the age of 18; 5) Live in the Allegheny County, in particular, in the Pittsburgh region, but 26% of our donors are scattered and dispersed in different living areas such as Bellevue and Swissvale; 6) Almost half of our donors' yearly income has reached \$50,000, but few of them reach \$500,000, the highest level in our answer choices; 7) With regards to their education level, most of our donors received higher education with their employment status significantly concentrated (71.4%) in two sorts of jobs: Professional/technical and manager/official/proprietor.

Implication for TRCF

The figure below illustrates that most of our donors have the potential to become our long-term supporters, since 28 respondents out of 32 respondents (87.5%) were likely to continue to contribute TRCF in the future, with very few respondents undecided.



Through correlation analysis, we found that the high satisfaction of TRCF among our donors correspondingly affected the likelihood that they will support us in the future. This might imply two things: one is that it will be necessary to maintain a good social relationship, as the mission of social change is greatly cherished by our donors, and the other is that TRCF should continue to give feedback and allow donors to choose where their funds are allocated to as our donors willingness to support TRCF is based on the recognition of TRCF's performance and their satisfaction of TRCF.