

December 5, 2018

Anna Curtis, Christine Han, Mini Le, Roxanne Menchaca, Jenna Morrisey  
215 University Place  
Syracuse, NY 13210

Dear Ms. Marshall and Eastman,

We have conducted research to find out more information about your current donor pool in the Syracuse and Utica areas.

After conducting a written survey and analyzing the results, we have defined your main individual donor base demographically and psychographically. This information will allow you to properly reach out to current donors, identify potential donors and target future campaigns.

We hope this information will help you increase donations and expand your presence across New York State. Thank you for all of your help and contributions. If you have any questions about the results or our conclusions, please reach out to Mini Le at [mle101@syr.edu](mailto:mle101@syr.edu). Thank you for your time and consideration.

Sincerely,

Anna Curtis, Christine Han, Mini Le, Roxanne Menchaca and Jenna Morrisey



*Transforming lives, transforming communities.*

# RESEARCH REPORT

## DONOR PROFILE IN SYRACUSE AND UTICA

RESEARCHERS: Anna Curtis, Christine Han, Mini Le,  
Roxanne Menchaca, Jenna Morrisey

CONTACT: [mle101@syr.edu](mailto:mle101@syr.edu)

# TABLE OF CONTENTS

**Executive Summary.....3**

**Backgrounds and Objectives.....4**

**Methods.....8**

**Conclusions and Results.....10**

**References.....15**

**Appendices.....16**

# EXECUTIVE SUMMARY

On Point for College is a non-profit organization that provides educational opportunities for underprivileged students in upstate New York. It provides tools and resources to help students reach education and career success. The organization relies on outside funding including from individuals and corporations in order to help these students achieve their goals. As the organization has grown, the need for funding grows with it in order to accommodate these students' needs. The purpose of this research proposal is to identify potential donors in the Syracuse and Utica regions.

Because On Point for College has limited information about past and current donors, our goal is to identify the demographics and psychographics of this donor pool. We mailed 900 surveys out to the individual donors who have donated to On Point over the past 5 years. We received 146 responses. The responses that were mailed in gave us information regarding who the current donor base is and specific demographics such as age, occupation, and education level, among other information.

The survey contained questions that were intended to help us figure out and better analyze the motivations of donors. We also asked about which sources the individual acquires news from and how frequently. We concluded that there were many similarities between donors that responded to the survey. Commonalities found between donors included that a large portion were retired teachers, people in their 60s, married, had white-collar jobs, use Facebook, read newspapers and watch local news.

Over all, those who responded to our survey questions gave us mostly praise for our initiative and/or constructive criticism. Although we understand that there is much more research to be done, we believe that this is great first step in learning more about On Point's current donor pool.

# BACKGROUND AND OBJECTIVES

The main question On Point for College should ask is, “who should On Point for College target for potential donors?” On Point for College has little information on their current donors which creates a barrier for the research team to pinpoint an exact group of people to target for potential donations. Therefore, through the research that will be conducted, the team will interpret who the general characteristics and traits of the current donors. With this information, it will uncover the population we must aim our surveys and be able to inform On Point for College as to the methods of communication that are most likely increase donations.

## **PUBLICS TO BE STUDIED**

Over the past five years, On Point for College has received donations from 1,357 donors that comprise of corporations, individuals and foundations. These benefactors have given money through unrestricted giving, annual signature events and foundation gifts. This donor pool is aging rapidly and located within the Syracuse area.

Of the 1,357 donors from the last five years, nearly 900 of these donors are individuals, with the remaining 400 donors being corporations or organizations. We sampled the entire population by sending the survey to all 900 of these individual donors, which helped to maximize response.

## **LITERATURE REVIEW**

It is imperative to review relevant literature when developing a research plan in order to ensure that the proposed methods are supported and necessary to help the client’s current problem. In researching credible sources that analyze survey research and non-profit organizations’ research success, we can provide the most comprehensive study. The following review of recent literature will prove the validity and reliability of our study, explain the context in which we developed our methods, and show the benefits of proceeding with this research plan.

Survey research is only one strategy used to gain insight into a company’s

publics. In the development of the research proposal for On Point for College, survey research presented as the strategy most valuable in answering the main question of this study. On Point for College needs to understand the demographics and psychographics of its current donors and from there, have a strong understanding of its untapped donor publics. Survey research allows for freedom in its construction and is popular among companies because of its ability to teach a company about its own audience. Surveys are a tool for exploration, allowing a company to discover essential information about a public and predict its behavior (Ponto, 2015). The proposed research study intends to gain clear information to form one or more profiles of On Point for College's current donors. Once those profiles are completed, the second survey (Survey B) will assess the relevant demographic and psychographic information of potential donor publics by learning about their age, education, knowledge of the organization, means of communication, philanthropic motivation, and likelihood to donate in the future.

The methodical nature of surveys presents the best chance for eliminating potential error. The possible areas of error in the objectives of this study lie in coverage, sampling, measurement, and nonresponse (Ponto, 2015). Our study is strategically designed to limit these errors. To limit coverage error, we are proposing a multimode design in Survey B that is intended to reach a large enough sample by utilizing multiple channels of distribution. To limit sampling error, we are randomly sampling the population of Survey A—current donors—and we are using the results of Survey A to clearly identify Survey B's sampling population. To limit measurement error, which arises when questions do not accurately reflect the topic or evoke truthful answers, we are creating a user-friendly survey (Survey B) with specific questions that have a limited response range. Finally, to limit nonresponse error, we are proposing to distribute our first survey (Survey A) by way of telephone, which ensures that the final sample size will be only those who participate. We chose this design because experts advocate for using a mixture of methods for survey research to better tailor the methods to the intended samples (Ponto, 2015). The design of this research study is based on validity (specific measurements with clear intentions) and reliability (consistently conducted interviews and questionnaires), which will yield the most accurate and relevant information for On Point for College to use going forward in its communication efforts.

The technology of today's communication industry allows for the

optimization of a company's outreach efforts. In a study conducted by the Public Relations Society of America in 2017, experts reported that technology is essential for organizations' intern and external communication (PRSA, 2017). We developed this plan with the intention of gaining the most relevant and crucial information about On Point for College's current and potential donors. PRSA reported that "communicators agree that [email] is not the most effective way to reach external audiences" and "94% of communicators use social media for external communication" (PRSA, 2017). Given the findings of this report, we are confident that the multimode design of the proposed study will be most effective due to its ability to reach individuals throughout a range of technological savvy.

Survey research continues to be the most valid and reliable strategy for targeting both specific a sample of a known population (Survey A through phone interview) and a diverse sample of a large population (Survey B through questionnaire). The advantages of surveying publics are that the research produces data that are based on "real-world" observations, that can be representative of a larger population, and that can be collected in a finite amount of time for a low cost (Kelly, 2013). These advantages far outweigh the disadvantage that presents most often which is the lack of detail and depth of data. The proposed research study is intended to counteract this disadvantage by utilizing specific and controlled-response questions. To make sure our study is properly suited for a nonprofit organization like On Point for College, we reviewed literature that relates the above information about survey research to the nonprofit sector. In researching the ability of survey research to evaluate feedback, a report revealed that survey data is extremely beneficial for nonprofit organizations because it is prioritized and has clear intentions in its design (Stone, 2010). In addition, current available studies have mainly been adapted to nonprofit needs. Nonprofit organizations lack a valid and reliable precedent of studies. Therefore, the proposed research study was developed to cater to the specific goals of On Point for College. A report analyzing the marketing strategies of nonprofit organizations showed that the lack of marketing skills and targeted outreach efforts in the nonprofit sector are detrimental to struggling organizations (Pope, 2009). The study we propose is focused on obtaining information that will make communication and marketing efforts more efficient and successful in On Point for College's future campaigns. Nonprofit organizations often have difficulty conducting research on its publics because there is no service

to evaluate, rather nonprofit organizations must evaluate its publics on the basis of their current awareness of the organization and their behavior regarding communication and participation with the organization and similar entities in that field.

In conclusion, the review conducted of relevant research and nonprofit literature has given the research study context and a strong foundation to eliminate error and provide the most useful results.



# METHODS

## RESEARCH DESIGN

We decided to use a survey research design for three primary reasons: accessibility, accuracy and affordability. Survey research is used by many different kinds businesses, nonprofit organizations, and even governments to find out what people think and how they feel. For consumer driven companies, it is crucial to assess opinions and trends in order to provide the best possible service. Obtaining information through survey research can lead to an increase in revenue and clients. The end result will be qualitative data from which we can draw conclusions.

At the request of the client, we implemented written survey. The client preferred to protect its donors' personal information and provided only street addresses. As a result, our survey was mailed through a third-party mail house to all 900 individual donors' homes. The mailing included a three-page, 20-question survey and a return envelope, already addressed and stamped. Donors were instructed to fill out the survey and mail it back by November 21.

## SAMPLE

Our sample was chosen from the 1,357 donors that On Point has received from over the past five years. Of those 1,357 donors, about 900 of these donors were individuals, while the remaining 400 were organizations and corporations. Because of available resources, we were able to survey the entire population of the 900 donors since 2013. This eliminated internal invalidity by insuring the opportunity to receive results from every subject in the population. However, we did not receive survey answers from every subject in the population, which means the chances of external invalidity greatens.

## DATA COLLECTION AND ANALYSIS

We implemented a survey to obtain information from the current donor pool in order to profile the organization's most common donor and therefore pinpoint the target population for new donors. At the request of the client, the survey was printed through a third-party mail house and mailed to On

Point for College's 900 individual donors.

The survey asked demographic information as well as questions about the donors' media consumption and reasons for donating (Appendix A). Donors were asked to fill out the survey and postmark it by November 21 to the client's office building. Our team received the survey results from the office, then recorded all data in an Excel spreadsheet. We then analyzed the results to determine trends and draw conclusions about the client's donor pool (Appendix B). This information was used to construct donor profiles so that the client would understand how to best connect with current and potential donors through public relations campaigns.

# CONCLUSION AND RESULTS

## RESULTS

After sending out our survey (Appendix A) to 900, we received results from 146 respondents (16.2% response rate). Our 23-question survey gauged the demographics and psychographics of On Point for College's individual donor population. The results (Appendix B) provided very valuable information to both the researchers and On Point.

The survey began by asking individual donors about their demographic information. We found that 105 of the respondents are 60- to 79-years old, which makes up a large majority (71.92%) of all respondents. The average age of respondents was 67-years-old and the median age was 68-years-old.

Following this trend, when asked about their employment status, 85 of the donors (58.22%) reported that they are currently retired. Another 44 respondents (30.1%) disclosed that they are currently employed full-time. The rest of the donors classified themselves as employed part-time, not currently employed or a full-time home maker. Nearly two-thirds of all respondents reported themselves as female.

The question regarding one's previous or current occupation provided very interesting answers. By far, the most common occupation area was education, followed by business and medicine. 14 respondents stated that they were/are some sort of company executive. Law and finance were two other popular job sectors of the donor population. An overwhelming number of respondents have achieved an advanced level degree (62.3%), but only 41 donors were the first in their family to attend college.

Newspaper and national broadcast television were reported as the two most popular forms of receiving news. While only 29 respondents (19.86%) get their news from social media, 71% of respondents use at least one form of social media, the most common platform being Facebook. The frequency at which these donors actually use social media varies. Of all donors, 40.41% check at least one social media platform daily. Email is an

even more popular platform with 82.19% of donors checking every day.

On Point for College donors are very loyal. 91 of the 146 respondents have been donating to the organization for more than 5 years, and 58.22% stating that they are extremely likely to donate again. Current donors have been informed about On Point in a variety of reasons. Most people have heard about the organization through family or friends and in the news (28.77% for both). In addition, 13 donors have been informed about the cause by On Point volunteers and another, another 13 from students who have gone through the program and 10 more people learned about On Point at community presentations. These donors are most motivated by the thought that a college education can help lift someone out of poverty and the belief that more people should have the opportunity to attend college.

In the future, respondents would like to receive updates via email (53.42%) or in a mailed letter or notice (51.37%). Other preferred update methods are through electronic newsletters, On Point's website, social media, local television and local newspapers. These donors would like to receive updates regarding individual student or graduate accomplishments, overall organizational updates and accomplishments, and information regarding events geared to supporting the organization every 2-6 months (58.9%).

## **CONCLUSIONS**

Based on the information given by On Point for College, we hypothesized that the donor poll would be concentrated in baby boomers and the Greatest Generation (those born during and before World War II). This was evident in the fact that 135 of our 146 respondents (92.47%) are older than 50-years old and a majority (58.22%) are retired.

In most cases, in order to donate money to charitable causes, donors are at least of middle-class and have a decent amount of expendable income. While we did not inquire about the respondent's income or class status, it can be inferred that most fall into that categorization. The 14 executives, 20 in the medical field, 12 working in the financial sector and 7 respondents working in law exemplify the commonality of having jobs that are held in high esteem. In addition, it is not surprising that 41 of the 146 respondents work or worked in education. Because On Point for

College helps students achieve a higher education, it makes sense that educators are passionate about this cause as well.

In American society, the way people get their news is changing rapidly. However, newspapers remain the most popular way that these donors receive news (71.23%). Many respondents also get their news by watching TV, but very few go to social media for their news. In the United States, 68% of Americans report that they at least occasionally get their news from social media (Pew Research Center). This is much higher than the 19.86% of On Point donors. That being said, many of these donors do use social media, as frequent as multiple times a week. On Point has the potential to reach some donors through social media.

As mentioned before, On Point donors are very loyal with a vast majority (62.33%) donating for 5 years or more. Not only do these donors have longevity, but they are also dedicated. 58.22% of the respondents state that they are extremely likely to donate to On Point again. Another 28.77% state that they are very likely to donate again. However, this information may be skewed. A majority of the respondents are passionate about On Point's mission, as seen by the dedication to the cause and willingness to donate in the future. However, those who feel strongly about a cause, whether positively or negatively, are more likely to complete a survey than those who are impartial.

Many current donors (41.10%) are also extremely likely to tell others about On Point and their cause. This follows with the fact that word of mouth has been extremely effective in helping spread the mission of On Point and encouraged people to donate. With many people learning about the organization through friends, family members, On Point volunteers, On Point alumni and community presentations, it may be that On Point can benefit most from reaching out to community members and those already involved in the organization to help spread its mission.

With 80 respondents stating that they support On Point because they believe receiving a college education can help lift someone out of poverty and 67 total respondents stating they support because they believe people should have the opportunity to attend college, there is a very good chance others in the community might hold the same beliefs. To encourage others to donate, the organization should continue to promote these concepts.

The point of attaining this information was not just to identify donors, both current and potential, but also to find out how to preserve current donors. It is important to keep stakeholders informed. When asked how they would prefer to get updates from On Point, donors answered that they favor both emails (78 respondents) and mailed letters (75 respondents). Respondents want a variety of information to keep them updated on the organization. The most popular area of information these donors want is updates on individual students who have gone through the program. This gives them a closer connection with the students and organization, while also allowing them to see where their donations are going and who they are benefitting. Organizational updates and event information were also popular options.

## **LIMITATIONS**

There were a number of limitations to our study. First, our medium was limiting. We originally wanted to implement a phone call survey as well as an online survey over On Point's social media. However, the client preferred to protect its clients' personal information and could only provide street addresses. We believe that if we had implemented the other forms of survey — especially through phone call — our response rate would have been higher.

Another limitation we faced was with timing. We originally planned for the survey to be delivered by November 17 and we asked on the survey to postmark by November 21. However, the majority of surveys were not delivered until November 20, giving donors only one day to fill it out and mail it back. Many donors noted this on their surveys and were not happy with the limited time frame. We also speculate that others received the survey and did not fill it out because of the quick deadline. Additionally, the surveys were delivered in the two days before Thanksgiving, so they may have been lost in the shuffle of holiday preparations and travel. If the surveys had been mailed the week before, the response rate may have been higher.

## **FUTURE RESEARCH**

Overall, our research was insightful and comprehensive. However, there are factors that could be improved upon. Future research that could be done would be to include other questions to further narrow down our donor base. If another survey were to be implemented we could ask if the current

donors have children and if so, how many. This way, we could engage in a way that would better cater towards parents. Due to the fact that we eliminated survey B entirely, we aren't able to assess who are our potential future donors. As of now, we don't know the awareness of On Point in future donor pools, so we would want to build future surveys around acquiring this knowledge.

# REFERENCES

Kelly, K. Good practice in the conduct and reporting of survey research. *International Journal for Quality in Health Care*, Volume 15, Issue 3, 1 May 2003, Pages 261–266, <https://doi.org/10.1093/intqhc/mzg031>

Matsa, K. E., & Shearer, E. (2018, September 21). News Use Across Social Media Platforms 2018. Retrieved from <http://www.journalism.org/2018/09/10/news-use-across-social-media-platforms-2018/>

Nayyar-Stone, R & Hatry, H. (2010) Using Survey Information to Provide Evaluative Citizen Feedback for Public Service Decisions. Urban Institute Center on International Development and Governance.

Ponto, J. (2015). Understanding and Evaluating Survey Research. *Journal of the Advanced Practitioner in Oncology*, 6(2), 168–171.

Pope PhD, J; Isely, E & Asamoah-Tutu, F. (2009) Developing a Marketing Strategy for Nonprofit Organizations: An Exploratory Study. *Journal of Nonprofit & Public Sector Marketing*. 21:2, 184-201.

PRSA (2018). 2017 Report: Technology Trends in the Communications Industry. Public Relations Society of America.



# APPENDICES

## APPENDIX A: MEASURING INSTRUMENT

**On Point for College Donor Survey**  
**Please complete & postmark by November 19th**



The goal of this survey is to help On Point for College gain a better understanding of who their donors are and what motivates them to support On Point for College. These questions are for research purposes only and should only take about 5 minutes of your time. Your responses will be kept strictly confidential and anonymous.

1. What is your age? \_\_\_\_\_ years old.

2. What is your employment status? **Select one.**

- Employed full-time
- Employed part-time
- Retired
- Student
- Full-time homemaker
- Not currently employed

3. What is/was your occupation? \_\_\_\_\_

4. Please select your gender:  Male  Female  Other  Prefer not to answer

5. What is your marital status? **Select one.**

- Single/never married
- Married
- Living with a partner
- Widowed
- Separated/divorced
- Prefer not to answer

6. What is the highest level of education you have completed? **Select one.**

- Some high school
- High school graduate
- Trade school
- Some college
- Associate (2 year) degree
- Bachelor's (4 year) degree
- Advanced degree

8. Where do you get most of your news? **Select all that apply.**

- |   |  |
|---|--|
| <input type="checkbox"/> Newspapers         | <input type="checkbox"/> Magazines             |
| <input type="checkbox"/> Local broadcast TV | <input type="checkbox"/> National broadcast TV |
| <input type="checkbox"/> Social media       | <input type="checkbox"/> Other online sources  |
| <input type="checkbox"/> Other: _____       |  |

9. Which, if any, of the following social media platforms are you active on? **Select all that apply.**

- |                                    |   |
|------------------------------------|---|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> LinkedIn       |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Twitter        |
| <input type="checkbox"/> YouTube   | <input type="checkbox"/> None of these. |

10. Thinking about the answer(s) you selected in the last question, about how often do you use these social media platforms? **Select one.**

- Daily
- 4-6 days per week
- 2-3 days per week
- Once per week
- 2-3 days per month
- Less than once per month
- Never, I am not active on any of these social media platforms.

11. Now thinking specifically about email, about how often do you check an email account? **Select one.**

- Daily
- 4-6 days per week
- 2-3 days per week
- Once per week
- 2-3 days per month
- Less than once per month
- Never, I do not use email.

**On Point for College Donor Survey**  
**Please complete & postmark by November 19th**



*Transforming lives, transforming communities.*

12. For about how long have you been an On Point for College donor? **Select one.**

- 1 year or less
- 1-3 years
- 3-5 years
- 5 or more years

13. How did you first hear about On Point for College? **Select one.**

- |  |  |
|--|--|
| <input type="checkbox"/> From a friend/family member | <input type="checkbox"/> From an On Point student/graduate                     |
| <input type="checkbox"/> From an On Point volunteer  | <input type="checkbox"/> From an employer/co-worker                            |
| <input type="checkbox"/> In the news                 | <input type="checkbox"/> On the internet                                       |
| <input type="checkbox"/> At an event                 | <input type="checkbox"/> At a community presentation<br>(e.g., Church, Rotary) |
| <input type="checkbox"/> Other: _____                |  |

14. Which of the following **best describes** why you personally decided to donate to On Point for College? **Select one.**

- I believe more people should have the opportunity to attend college.
- I believe that a college education can help lift someone out of poverty.
- Having more college graduates is a good thing for my community.
- I have/could have benefitted from their services.
- I know someone who has benefitted from their services.
- Other: \_\_\_\_\_

15. In general, which of the following types of opportunities **would most inspire you** to give to On Point for College? **Select one.**

- The opportunity to help a specific program or component of On Point's services (e.g., providing college supplies or supporting college access)
- The opportunity to help an individual student or group of students
- A matching challenge where the value of my donation can be increased
- An event that raises money for On Point for College
- I don't require a specific opportunity, On Point for College is just a part of my regular giving
- Other: \_\_\_\_\_

**On Point for College Donor Survey**  
**Please complete & postmark by November 19th**



*Transforming lives, transforming communities.*

16. On a scale of 1 to 5, where 1 is “extremely likely” and 5 is “not at all likely,” how likely are you to donate to On Point for College in the future? **Select one.**

- 1 - Extremely likely
- 2 - Very likely
- 3 - Somewhat likely
- 4 - Not so likely
- 5 - Not at all likely

17. On a scale of 1 to 5, where 1 is “extremely likely” and 5 is “not at all likely,” how likely are you to tell others that On Point for College is a good cause to donate to? **Select one.**

- 1 - Extremely likely
- 2 - Very likely
- 3 - Somewhat likely
- 4 - Not so likely
- 5 - Not at all likely

18. On Point for College occasionally shares news/updates on its students and/or the organization. What is your preferred method for receiving this information? **Select all that apply.**

- |  |  |
|--|--|
| <input type="checkbox"/> On On Point’s website         | <input type="checkbox"/> On social media             |
| <input type="checkbox"/> In an email                   | <input type="checkbox"/> In an electronic newsletter |
| <input type="checkbox"/> In a mailed letter or notice  | <input type="checkbox"/> In a local newspaper        |
| <input type="checkbox"/> On a local television program | <input type="checkbox"/> Other: _____                |

19. About how often would you likely to receive news/updates from On Point for College? **Select one.**

- Weekly
- Every 2-3 weeks
- Monthly
- Every 2-3 months
- Every 4-6 months
- Less than once every 6 months

20. What type of information would you prefer to receive from On Point for College?

**Select all that apply.**

- Updates on individual student/graduate accomplishments
- Information on specific students or causes I can help
- Overall organizational updates or accomplishments (e.g., new hires, staff accomplishments, organizational performance)
- Information on events geared towards supporting the organization (e.g., awards ceremonies, dinners, golf tournaments, open houses)
- Information on events geared towards supporting students/graduates (e.g., professional networking events, pre-college orientations)
- Other: \_\_\_\_\_

21. Excluding On Point, please take a moment to think about any non-profit organizations that you give to or are familiar with. Please list any that you think do a particularly good job of communicating the significance and importance of the gifts they receive?

---

---

22. What is it that these organizations do best?

---

---

23. Is there anything else you would like us to know about On Point for College?

---

---

---

***That's all the questions we have for you.***  
***Thank you for participating in this research survey!***

# APPENDIX B: SURVEY RESULTS

*146 Total Respondents = About a 16% Response Rate*

## **Age:**

**11** below 50 years (7.53%)  
**13** between 50 and 59 years (7.7%)  
**58** between 60 and 69 years (39.73%)  
**47** between 70 and 79 years (32.19%)  
**17** are 80 years and older (11.64%)  
Average age is **67** years  
Median age is **68** years

## **2. Employment status:**

**85** retired  
**44** full-time employed  
**11** part-time employed  
**5** not currently employed  
**1** full-time homemaker

## **3. Occupation:**

**41** Education  
**21** Business  
**20** Medicine  
**18** Other  
**14** Executive  
**12** Finance  
**9** Administration  
**7** Law  
**4** Social Work

## **4. Gender:**

**91** female  
**54** male

## **5. Marital status:**

**112** married  
**14** widowed  
**9** divorced  
**6** single  
**4** live with partner

## **6. Education level:**

**90** advanced degree  
**36** bachelor's degree  
**9** some college  
**5** associate degree  
**2** trade school  
**1** some high school

## **7. Was the respondent the first to go to college in his/her family?**

**41** yes  
**101** no

## **8. Respondent's news source(s):**

**114** newspaper  
**105** national television  
**85** local broadcast television  
**41** online  
**36** magazine  
**29** social media

## **9. Social media use:**

**82** Facebook  
**42** no social media  
**29** Instagram  
**29** LinkedIn  
**27** Youtube

## **10. How frequent the respondent uses social media:**

**59** daily  
**42** never  
**15** once a week  
**10** 4-6 days per week  
**7** less than once per month  
**6** 2-3 days per week  
**4** 2-3 days per month

## **11. How frequently the respondent uses email:**

**120** daily  
**10** 4-6 days per week  
**7** never  
**5** 2-3 days per week  
**1** 2-3 days per month  
**1** once per week

## **12. How long the respondent has been donating:**

**91** have been donating for 5 or more years  
**33** have been donating for 3 to 5 years  
**19** have been donating for 1 to 3 years  
**3** have been donating for 1 year or less

### **13. How respondent first heard of**

#### **On Point:**

- 42** from a friend/family member
- 42** in the news
- 16** from other sources
- 13** from an On Point volunteer
- 13** from an On Point student/graduate
- 10** at a community presentation
- 7** from an employer/co-worker
- 4** at an event
- 3** on the internet

### **14. Why does the respondent donate?**

- 80** Believe that a college education can help lift someone out of poverty
- 67** Believe more people should have the opportunity to attend college
- 10** Know someone who benefited from On Point's services
- 8** Believe that having more college graduates is a good thing for the community
- 4** Have or could have benefited from On Point's services
- 2** For other reasons

### **15. What would inspire respondent's donation?**

- 91** Doesn't require a specific opportunity to donate
- 22** Would donate because of the opportunity to help a specific program or component of On Point's services
- 16** Would donate because of the opportunity to help an individual or group of students
- 11** Would Donate because of a matching challenge where the value of their donation can be increased
- 4** Would donate at an event that raises money for On Point

### **16. Respondent's likeliness to donate again:**

- 85** extremely likely
- 42** very likely
- 15** somewhat likely
- 4** not so likely

### **17. Respondent's likeliness to tell someone else about On Point:**

- 60** extremely likely
- 42** very likely
- 31** somewhat likely
- 7** not so likely
- 2** not at all likely

### **18. Respondent's preferred method for updates:**

- 78** in an email
- 75** in a mailed letter or notice
- 38** in an electronic newsletter
- 26** on On Point's website
- 25** on social media
- 22** on local television
- 20** in a local newspaper
- 2** other

### **19. The frequency of update/message preferred by respondent:**

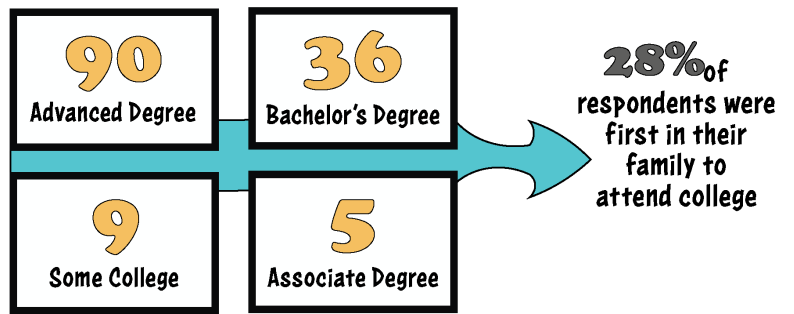
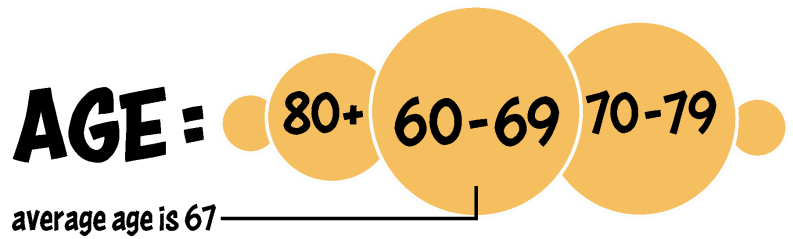
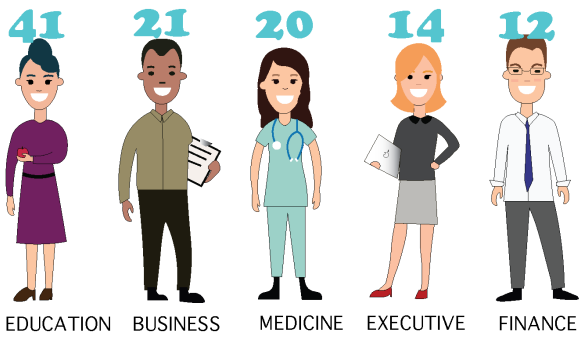
- 45** every 4-6 months
- 41** every 2-3 months
- 27** less than once every 6 months
- 26** monthly
- 4** every 2-3 weeks
- 1** weekly

### **20. Respondent's preferred type of information received from On Point:**

- 82** want updates on individual student/graduate accomplishments
- 80** want overall organizational updates or accomplishments
- 73** want information on events geared towards supporting the organization
- 59** want information on specific students or causes
- 39** want information on events geared towards supporting students/graduates
- 6** other

# APPENDIX C: INFOGRAPHIC

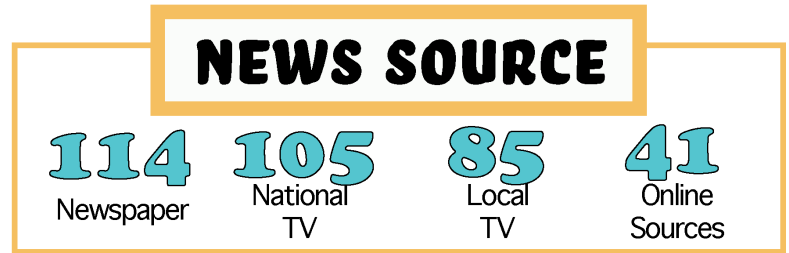
## onp•int FOR COLLEGE donors



**Why They Donate**

**55%**

believe that a college education can help lift someone out of poverty





## APPENDIX D: ANNA CURTIS BIOGRAPHY



Anna is a junior public relations major with a concentration in fashion and beauty communications. She studies French as a minor and hopes to one day work in Paris as a fashion public relations specialist. She grew up in Short Hills, NJ and has three older siblings. Anna has three artistic passions in her life, which are dance, fashion, and singing. She loves to learn in and out of the classroom, staying up-to-date on current events by watching news coverage and educational comedy shows. She chose public relations because of her desire to helping others, building meaningful relationships, and becoming part of an exciting professional community.

## APPENDIX E: CHRISTINE HAN BIOGRAPHY



Christine Han is from Homer, NY, and is currently a junior majoring in public relations in the S.I. Newhouse School of Public Communications with a marketing minor in Whitman School of Management. She hopes to pursue a career as a public relations specialist in the corporate industry. On campus, Christine is a second-year resident advisor, president of Korean-American Student Association and a member of a panhellenic sorority, Phi Sigma Sigma. On her free time, Christine loves to socialize and spend time with her family and dog.

## APPENDIX F: MINI LE BIOGRAPHY



Mini Le is a third-year public relations and sport management student at Syracuse University. She hopes to pursue a career in the entertainment industry, but also holds a passion for non-profit organizations. At Syracuse University, she is the Executive Director for Relay for Life, which raises thousands of dollars for the American Cancer Society. She is also heavily involved with the Syracuse University Office of Admissions as a lead student ambassador. Mini grew up in America's Finest City, San Diego, California. She enjoys food, spending time with friends and family, the sun and listening to music.

## APPENDIX G: ROXANNE MENCHACA BIOGRAPHY



Roxanne Menchaca is a junior at Syracuse University studying public relations, political science and global security studies. She is a passionate writer and political activist, driven by the desire to help others through assisting those who struggle with mental illness, suffer from social injustice, and bear hardship. She chose to be a public relations major because of her love for communicating with others and problem solving. Roxanne is currently on the pre-law track and aspires to attend either law school or graduate school to further explore her passion for law. In addition to being apart of the panhellenic sorority Delta Gamma, she is also apart of the professional pre-law fraternity, Phi Alpha Delta. Roxanne grew up in sunny Los Angeles, California. In her free time, Roxanne enjoys cooking, organizing, and fine dining.

## APPENDIX G: JENNA MORRISEY BIOGRAPHY



Jenna Morrisey is a junior in the S.I. Newhouse School of Public Communications at Syracuse University studying public relations, marketing and information management and technology. She plans to pursue a career in digital marketing and communications in-house for a corporation. Previously, Jenna has held digital communications internships with Corning Incorporated, Corning's Gaffer District and Syracuse University's Department of Public Safety. On campus, she is a design editor with The Daily Orange and an account associate with Hill Communications, as well as a member of Delta Phi Epsilon panhellenic sorority and the Renée Crown Honors Program. She grew up in Corning, New York.