

Summary Report - The Alaska Community Foundation Donor Survey

August of 2014

Survey sent to 1,210 individuals and 268 organizations who made a gift to any fund or project and 120 individuals and 28 organizations who made a gift directly to ACF or The Alaska Fund between January 1, 2013 and August 1, 2014.

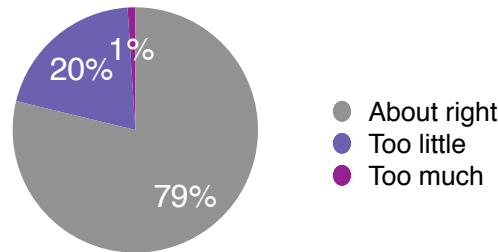
Survey goals:

- Gain key donor demographic information about our donors
- Evaluate ACF communications strategy and donor recognition
- Ascertain donor feelings about ACF

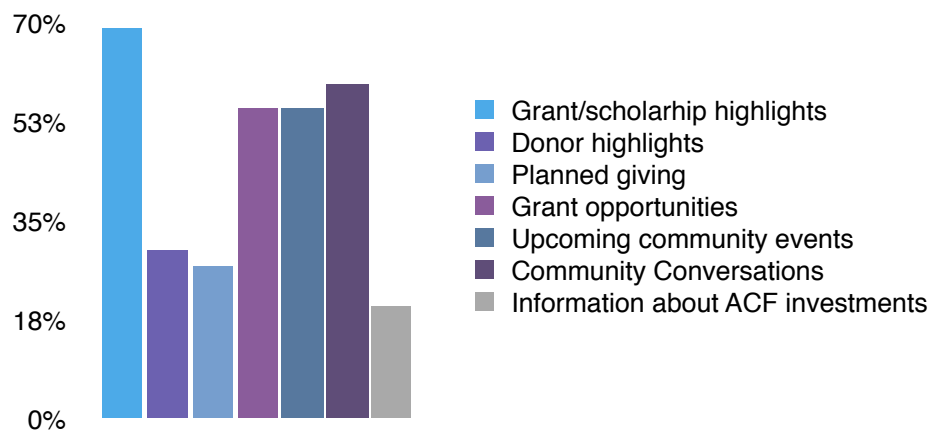
The overall participation rate was 8.3%:

- 51 survey respondents donated directly to ACF/The Alaska Fund
- 61% of respondents donated to an Affiliate
- 87% reported being an ACF donor for less than six (6) years

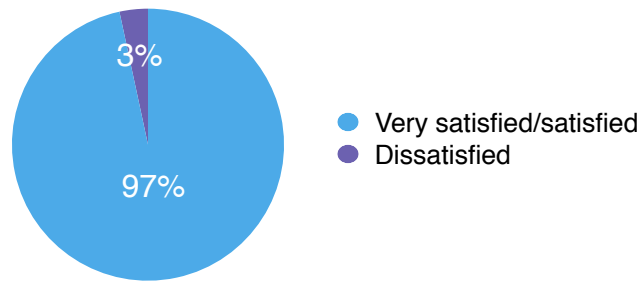
Approximately 95% of respondents were satisfied with ACF communications. When asked about the amount of information received, respondents indicated:



When asked what information donors would like to receive, respondents selected:



Overall satisfaction with ACF



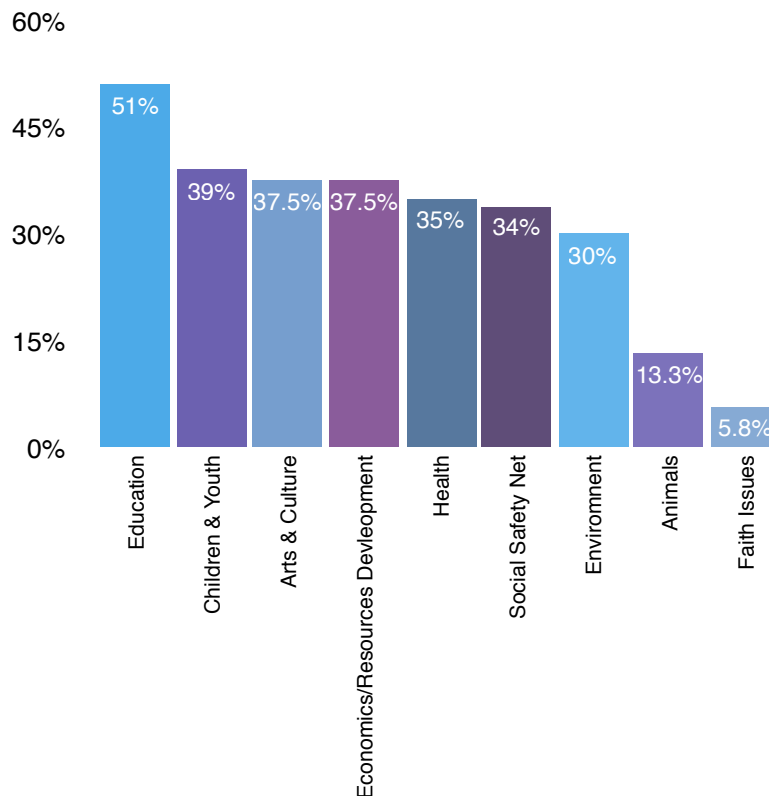
Respondents most frequently described ACF as...

- A Permanent Fund for Nonprofits;
- The “United Way” of giving to communities and organizations throughout Alaska;
- A connector of causes and funders.

Respondent description highlights...

- AFC is solid trustworthy Alaska organization, that can help you create/structure an effective personalized charitable giving arrangement.
- Great organization to work and invest with for the betterment of our local non-profits which supports our local community needs.

Respondents are most interested in...



In summary, this survey provides a baseline regarding ACF donors and indicators of their individual philanthropy in Alaska. Data gleaned from this survey will help shape ACF's donor relations strategy and organizational strategic planning.

Key Points from Survey Goals

Survey Demographics

35% male

63% female

34% under age 54

60% between ages 55 to 74

7% above age 75

35% below estimated household income of \$99,000

44% between estimated household income of \$100,000 to \$499,000

60% consider a meaningful gift to be \$2,500 or less

23% consider a meaningful gift to be their time

59% have considered making a legacy gift.

Length of time as a donor of ACF

16% - less than a year

43% - 1 to 3 years

28% - 4 to 6 years

9.5% 7 to 9 years

3.5% 10 or more years

ACF Communications

90-98% satisfied/very satisfied about quality, timeliness, accuracy, trustworthiness, enjoyability, relevancy and readability of information received.

71.68% of respondents receive ACF annual reports

60.18% receive our bimonthly e-newsletters.

74% found annual reports very accurate

56% found annual reports very informative

47% found annual reports very meaningful

38% found annual reports very useful

45% found annual reports a very prudent use of ACF resources

52% found annual reports very timely

Satisfaction with ACF

98% satisfied to very satisfied with timeliness of thank you notes & gift receipt

99% satisfied to very satisfied with use of gift in manner agreed

98% satisfied to very satisfied with prudent & effective management of donated funds

96% satisfied to very satisfied with appropriate recognition of contributions in public and/or private ways

82% satisfied to very satisfied with reporting impact & outcomes of donation

94% satisfied to very satisfied with quality of interaction with ACF staff

85% satisfied to very satisfied with level of connectedness with ACF