

ABOUT THE SURVEY

In August 2014, Achieve conducted an attitudinal survey of Peak Community Services' donors, volunteers, board members and employees. The following report and analysis includes answers from 70 total survey respondents.

GETTING TO KNOW THE RESPONDENTS

When asked how well they know Peak, more than half (51%) said they know more than most people, and 40% of respondents said they know a lot about Peak. Only 9% of respondents said they know very little about Peak. Of the individuals surveyed, 41% said they have volunteered for Peak in the past.

Approximately 43% of respondents first heard about Peak from a friend or family member, making word-of-mouth the most common source. About 10% of respondents don't know how they first learned about Peak, and 4% said they first heard about Peak through a newspaper. Many respondents who selected the "other" option on this question said they worked or currently worked for Peak in some capacity.

We asked respondents why they became interested or are still interested in Peak, and 45% said the main reason is that Peak works with a cause that is close to their heart. This popular answer indicates an emotional attachment to Peak's cause. Approximately 59% of respondents said they are interested in Peak because they know a person who has used their services, with 21% saying it was a family member who used Peak's services. About 17% of respondents said their interest comes from volunteering for Peak, and 23% said they know someone who has volunteered for Peak. Again, many respondents work or have worked for Peak as employees and cited that as the reason for their interest.

MESSAGING

In order to test certain types and examples of messaging, we gave respondents a list of statements and asked them which best describes Peak.

THE FOLLOWING STATEMENTS ARE RANKED IN ORDER OF POPULARITY:

- Peak offers life-changing opportunities for people with disabilities. **(47%)**
- Peak helps all people reach a level of independence and become productive members of society. **(25%)**
- Peak teaches daily lifestyle skills for people in need of assistance. **(13%)**
- Peak helps the entire community through their services. **(13%)**
- *None of these.* **(3%)**

When asked what service Peak is best known for, **47% selected either employment or work services.** The next most common responses were supervised group living (17%), habilitation skills (10%), community living (9%) and family support services (6%).

Respondents were **most interested in receiving event announcements and success stories through emails and direct mail from Peak.** In fact, 48% of respondents were interested in receiving information about future events, 42% were interested in hearing about client stories and 15% were interested in volunteer stories. About 26% of respondents were interested in receiving more information on the programs Peak operates, 15% were interested in information on volunteer opportunities and only about 12% said they were interested in receiving information on giving opportunities.

GIVING

Of the total respondents, approximately 59% said they have made some kind of financial donation to Peak. For those who have donated, 28% said they weren't asked to give; they decided to do so on their own. **The majority (66%) said they donated through an event**, and half gave through the annual fundraising breakfast. About 10% of donors gave because a representative from Peak asked them to donate.

When asked why they gave financially to Peak, 34% said their main reason for giving was they simply heard about the organization and wanted to help. This finding demonstrates the potential for a fundraising acquisition campaign to do well; **new donors respond well once they learn about Peak**. Approximately 29% of donors said they gave because Peak does good things for their neighborhood.

Other common motivations for donating included having a friend (21%) or family member (21%) that has benefitted from Peak's services. Only 3% of respondents said they gave because they would have felt guilty not making a donation, which bodes well for retaining past donors, and only 3% said they donated because someone convinced them to give.

Less than half (40%) of donors said they can recall what their financial gift to Peak was used for, and only 34% of donors said they received information about how their donation was used.

Overall, donors said they were treated well, with 57% saying they were treated very well and 41% saying they were treated all right. Only 3% of donors said they were treated "not well" as a donor.

When all respondents were asked whether they prefer their donation go to a specific program or just be used where needed most, 34% said they prefer their donation go to a specific program or project; 51% said it could go where it's needed most. We also asked respondents which initiative they'd choose if they could make a donation to a specific type, 42% said they would prefer to support an existing program or service. About 12% said they would donate to increasing staff, and 12% said they would donate to improving facilities. About 9% said they would donate for a new program or service, and no respondents said they would donate to help cover operational costs.

For those who haven't donated to Peak before, 14% of non-donor respondents said it was because they've never been asked to give. About 21% of respondents weren't sure why they've never donated, and 29% said they haven't been financially able to donate. Approximately 22% of non-donors said they donate to or prefer to support other organizations.

About 81% of all respondents said that if asked, they would donate financially to Peak in the future. The most preferred method of giving in the future for all respondents was a one-time gift (41%). About 29% said they'd prefer to donate during an event. Also, 10% of respondents said they would give annually, 6% monthly. Only 2% of respondents said they would give only through a planned gift or bequest. When asked how Peak can better motivate them to donate, the most common free-response answers suggested more client success stories.

Anecdotally, we asked all respondents what is their favorite type of cause or nonprofit to support. Overwhelmingly, the most common response was "human services," which holds promise for strengthening the relationship between Peak and the survey respondents. However, we also asked respondents if they are more likely to make a donation to Peak or another organization, and – this is why these relationships need to be strengthened – 67% said they would donate to another cause before donating to Peak.