

# 20 Questions about Donor Communications

## PLUS 5 Wacky Warm-Up Questions

A. What was the value of a volunteer hour in 2016?

- \$12
- \$24
- \$48

B. Consider this statistic: to serve America's 330 million mouths there are fewer than 200,000 active dentists. How many charities are currently registered in the US?

- 500,000
- 1 million
- Almost 2 million

C. Which message attracted more gifts from Americans with a yearly income of \$90,000+?

- "Let's Save a Life Together."
- "You = Life-Saver."

D. Which percentage of your first-time donors will go on to make a second gift?

- 20%
- 40%
- 60%

E. In Australia, bequests account for how much of the annual fundraising haul?

- 5%
- 10%
- 20%

1. How old is the average American donor?

- 35 years of age
- 55 years of age
- 75 years of age

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2. Are younger donors important to your charity's future?

- No
- Yes

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3. How long will an average donor give to a charity?

- 1-3 years
- 4-6 years
- 7-10 years
- more than 10 years

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4. What percentage of US charitable income is now raised online?

- Less than 10% of the total
- Somewhere between 10-25% of the total
- More than 25% of the total

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5. Is direct mail past its peak?

- No
- Yes

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6. What's the best length for a fundraising letter?

- 1 page
- 2 pages
- 4 pages

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7. What's the preferred "grade level" for a direct mail appeal sent to college graduates?

- 6th grade
- 9th grade
- 12th grade

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8. How often can you ask in a year without driving off donors?

- Once a year
- Three times a year
- A dozen times a year
- 21 times a year

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9. Does "raising awareness of our charity" in fact raise more money, as many assume?

- No
- Yes

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10. "Appeals make money. Newsletters lose money."

- True
- False

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11. Which are better, stats or stories?

- Stats
- Stories
- Depends on your audience

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12. How many charities will a typical donor support in a year?

- fewer than 5
- 5 or more

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13. How quickly should you thank a new donor?

- Within 48 hours
- Within a week?
- Within a month?

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14. Should you include an "ask" in your thank-you letter?

- Always
- Never
- Dealer's choice

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15. Which will raise more money?

- Pictures of happy kids
- Pictures of sad kids

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16. Which kind of household is most likely to leave a bequest to charity?

- Lower class
- Middle class
- Upper class

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17. Which is typically larger?

- The average bequest made to charity
- The average major gift made to charity

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18. "If we educate our donors about the work, they'll give us more."

- False
- True

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19. Who's the real hero in fundraising communications (appeals, newsletters, website, etc.)?

- The charity
- The donor
- The people helped by the charity

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20. Who should approve donor communications (appeals, newsletters, etc.)?

- Appropriate board committee
- Board chair
- Director of development (i.e., the chief fundraiser)
- Executive director