

## Diamond Donor Survey

Survey mailed to 340 donors August 2011  
 Report Summary filed October 2011

### What prompts you to make a contribution to United Way?

Answer Options	Response Percent	Response Count
I feel an obligation to give back to the community	88.6%	62
My company runs an annual United Way campaign	31.4%	22
I believe United Way knows the community's needs	64.3%	45
It's convenient and easy	44.3%	31
Other (please specify)	14.3%	10
<i>answered question</i>		<b>70</b>
<i>skipped question</i>		<b>0</b>

### Other (please specify)

Eastern Iowa Dental Center is supported

I see the differences it makes

God has richly blessed us and we want to share our blessings with others

I want to help people

Christian belief to help those in need

to put funds into many nonprofit budgets

I like the concept of giving to a unified charity agency

I coordinate the campaign at the business

I want to help the community

Its a good thing to do

### What social problems are you the most concerned about?

Answer Options	Response Percent	Response Count
Education - helping children & youth be successful at school	71.4%	50
Income - helping families access basic needs	55.7%	39
Income - helping families become self-sufficient	57.1%	40
Health - helping seniors remain independent	34.3%	24
Health - helping people practice a healthy lifestyle	35.7%	25
<i>answered question</i>		<b>70</b>
<i>skipped question</i>		<b>0</b>

**How would you like United Way to recognize your contributions as a Diamond Donor?**

Answer Options	Response Percent	Response Count
Recognition dinner	4.3%	3
Recognition lunch	5.7%	4
Recognition breakfast	7.1%	5
Reception and tour of the new Human Services Campus	25.7%	18
Recognition at regular United Way events	5.7%	4
Thank you letter	40.0%	28
Personal visit with the CEO or United Way leadership	2.9%	2
Informational updates	10.0%	7
Other (please specify)	44.3%	31
<b>answered question</b>		<b>70</b>
<b>skipped question</b>		<b>0</b>

**Other (please specify)**

No need

Not necessary

A tour of the Human Services Campus - I don't need public recognition

We don't really need to be recognized. A thank you letter is more than enough. We are glad we can be of help to others. A tour of the new Human Services Complex would be nice at some time.

No recognition.

Recognition not necessary. It's nice to be honored but I would and have always given because I believe strongly in the goals, purpose & philosophy of UW. I don't give for recognition

Don't need recognition

Nothing is necessary. I'm honored to give

Keep it simple and low cost

None

Annual report listing

Don't spend money on recognition. Just list in annual list of donors

No recognition needed. Like to help so many.

I appreciate the thought but I am doing this to be recognized

Generally little needed

Not necessary

Not necessary

It's also OK with me if there is NO recognition event

Tour of new building only - recognition meals cost money which might be put to better use

Nothing needs to be done

Don't spend money on recognition

No recognition necessary or appropriate. Use the recognition funds for United Way. I would appreciate a self-addressed unstamped envelope for my annual contribution.

No thanks needed

Recognition within appropriate societies

Really - no recognition is necessary

A symbol in the annual contribution directory is enough

Your letter to me is very nice. It felt good that you noticed my 25 years and recognized it via letter. I also like a \* in your annual report for diamond donors. I don't feel you need to host a recognition event in my honor. Though, if you host something, I enjoy cocktail mingling parties best.

I don't donate for recognition

Recognition is not that important to me but I think a thank you letter and updates would be appreciated by most.

A reception with other Diamond Donors

A thank you letter is really enough, keep overhead costs down.

#### How do you prefer to receive information from United Way?

Answer Options	Response Percent	Response Count
Regular mail	52.2%	36
E-mail	56.5%	39
Text	0.0%	0
Postcard	4.3%	3
Phone call	0.0%	0
<i>answered question</i>		<b>69</b>
<i>skipped question</i>		<b>1</b>

#### Are you interested in getting more involved with United Way?

Answer Options	Response Percent	Response Count
As a volunteer	25.6%	10
Attending events	15.4%	6
Serving on a committee	17.9%	7
Assisting with fundraising calls	2.6%	1
Other (please specify)	69.2%	27
<i>answered question</i>		<b>39</b>
<i>skipped question</i>		<b>31</b>

**Other (please specify)**

Possibly serve on a committee

Helping to collect money and make deposits

Only interested in making a monetary contribution

Serve now on 2 UW Agency Boards

Possibly in future but plate full at present

We are already involved as volunteers at United Way agencies

No, already serving on WLI

I am already on 2 UW committees and a member of WLI.

Yes, but not right now

We enjoy attending the TM Sinclair Society annual event

Just want to help by making financial contributions at this point in my life.

I am already over committed to civic involvements

Not interested

Have served 2 terms on Allocations (Dr. Bouton) could do this if you still have this process

In the next couple years I will be able to serve on a committee

No

Have served

Not at this time

Maybe after I retire next year

Would be willing to serve again on Finance Committee

Presently involved

I'm always available to help

Not at this moment; fully committed to other organizations.

I currently volunteer at HACAP

Being a Loaned Executive as long as UW will have me!

I do not have time to get involved

My work at Catholic Charities and LACOAD keep me in touch with UWECEI folks



Please share any additional ideas or thoughts.

Answer Options	Response Count
	13
<i>answered question</i>	13
<i>skipped question</i>	57

Response Text

DO NOT ENTER IN DRAWING

I know that this is a struggle for you folks, but since I live in Iowa City and work in CR --- it would be nice to figure out how to MAKE the two organizations work together more. After working for the University for YEARS I realize some of the hurdles that this would bring up, but much like our inept elected officials with all of their blaming each other for not being able to do certain things - this is how my family sees United Way of East Central and Johnson County --- it is a shame that I have cut back on my contributions to UW because of this and because I think some of the organizations can be better served by NOT dealing with UW... (plus I think you are missing some prime opportunities). If you want a list of places that I contribute to outside of UW since I think they do better with the money away from UW (tough to swallow for both of us, but it is the truth)... not it for the dinner or recognition, so I appreciate the opportunity to give some feedback but will not be entering the contest although I appreciate the offer - j

No personal information provided - not interested in drawing:[] This sounds lovely but maybe a donation in our name to a charity of choice(?)! Thanks Buntz's for your leadership.

I don't understand the need for recognition. Not interested in drawing

Just keep on keeping on. You do very good things. Decline drawing: please no drawing

In question 2, I would like to just emphasize that I am concerned about the MENTAL health as well as the physical health of people of all ages. I know that the mental health of a person has much to do with their day-to-day functioning and how their relationships go, as well as how they take care of their physical health needs, too. I am concerned about suicide risk levels of people of all ages, as well. And, thank you for this survey to ask about recognizing long-time donors.

Hope you will someday eliminate donations to Scouting and the YMCA. Declining drawing for dinner - no thanks, not necessary

Not accurate that I've given for 25 years - I've only lived in CR for 12 years.

Would appreciate receiving pledge materials earlier in the campaign. In past, I've received nothing until several weeks after the start of the campaign.

Drawing for dinner not necessary

It's feels very good to have you notice 25 year donors and send a letter of thanks.

My first donation to UW was in 1959 when I started to work at Collins. It was actually called the Community Foundation at that time. I started out with \$.50 a week. Over the years I continued to increase my contribution. I would never have guessed that I would retire and work for one of the agencies and be a Loaned Executive beginning my 10th year!

United Way doing a great job.

Please complete the following information to be entered into the drawing for an exclusive dinner at Lois

Answer Options	Response Percent	Response Count
Name:	100.0%	70
Company:	61.4%	43
Address:	77.1%	54
Address 2:	4.3%	3
City/Town:	78.6%	55
State:	78.6%	55
ZIP:	78.6%	55
Email Address:	68.6%	48
Phone Number:	67.1%	47
Cell Phone Number	42.9%	30
	<i>answered question</i>	<b>70</b>
	<i>skipped question</i>	<b>0</b>