

Give to the Max Day 2012 Donor Survey

Was Give to the Max Day 2012 your first time making a donation to a nonprofit or school?

- Yes
- No

Was Give to the Max Day 2012 your first time making a donation to a nonprofit or school online using a credit card?

- Yes
- No

We recognize that people use different methods of giving at different times. If you had to choose your preferred method of making donations, which would you choose?

- By giving online through a site like GiveMN, DonorsChoose, or Network for Good
- By check or cash
- Through a Donor Advised Fund
- By giving online through a nonprofit or school website

Which organizations did you support on Give to the Max Day? (Check all that apply.)

- Nonprofits and/or schools that I have not previously supported but discovered on Give to the Max Day
- Nonprofits and/or schools that I already support or have supported in the past

Have you ever made a donation on GiveMN.org prior to Give to the Max Day 2012?

- No
- Yes

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How often do you use GiveMN.org for your charitable giving?

- Monthly or more
- 4-6 times per year
- 2-3 times per year
- 1 time per year

Do you "like" GiveMN or your favorite nonprofits or schools on Facebook?

- No
- Yes

Do you "follow" GiveMN or your favorite nonprofits or schools on Twitter?

- Yes
- No

Do you find it helpful to learn about giving opportunities on Facebook or Twitter?

- Yes
- No

Give to the Max Day 2012 Donor Survey

How did you hear about Give to the Max Day? (Check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> TV Announcement with musicians Stokley & OSO | <input type="checkbox"/> Email or Newsletter from a Nonprofit or School |
| <input type="checkbox"/> Nonprofit or School Called Me | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Online Newspaper | <input type="checkbox"/> Print Newspaper |
| <input type="checkbox"/> Email from GiveMN | <input type="checkbox"/> TV Announcement with Glen Perkins of the Minnesota Twins |
| <input type="checkbox"/> TV Announcement with Brian Robison of the Minnesota Vikings | <input type="checkbox"/> Nonprofit or School Website |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Friends, Family, or Coworkers |
| <input type="checkbox"/> TV News | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> Other (please specify) | |

On Give to the Max Day, how important was it for you to give to a nonprofit or school that offered a matching grant?

- Very important
- Important
- Not very important

The Mall of America hosted a live Give to the Max Day event featuring local nonprofits, schools, and performing artists. The UpTake broadcasted the entire event via Livestream coverage on the Give to the Max Day homepage. Were you aware of the event?

- Yes, I attended the event at the Mall of America.
- Yes, I watched the Livestream coverage.
- Yes, I heard about it, but did not attend the event or view the Livestream.
- No, I didn't know about it.

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Please help us understand more about Give to the Max Day promotion by nonprofits and schools:

- The organizations I care about should have promoted Give to the Max Day more.
- I received too many solicitations from nonprofits and schools.
- I receive an adequate number of solicitations from nonprofits and schools.

When you decided to participate in Give to the Max Day this year, did you have a specific budget in mind?

- Yes
- No

Did you stick to your budget?

- No. I donated less than I planned.
- No. I donated more than I planned.
- Yes

Did you know that GiveMN is a nonprofit organization and relies on donations to support its mission and make Give to the Max Day possible?

- Yes
- No
- Other (please specify)

How can we improve GiveMN to serve you better?

Give to the Max Day 2012 Donor Survey

In order to better understand who uses GiveMN.org and who participates in Give to the Max Day so that we may better serve you, please share a little about yourself.

All questions are optional.

What is your sex?

- Female
- Male
- Other
- Prefer not to answer

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All questions are optional.

With which racial or ethnic group(s) do you most identify?

- | | |
|---|--|
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Hispanic or Latino |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> White |
| <input type="checkbox"/> Other (please specify) | |

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What is your age range?

- 18 or under
- 19 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 - 79
- 80 or over

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All questions are optional.

What is your current household income range?

- Under \$45,000
- \$45,000 - \$65,000
- \$65,001 - \$90,000
- \$90,001 - \$150,000
- \$150,001 - \$200,000
- \$200,001 and above
- Prefer not to answer

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All questions are optional.

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Where do you live?

- Minneapolis / Saint Paul Metro Area
- Southeast Minnesota
- Northwest Minnesota
- Outside of Minnesota, but in the United States
- Central Minnesota
- Southwest Minnesota
- Northeast Minnesota
- West Central Minnesota
- Outside of the United States

Thank you for taking the time to fill out the donor survey.

If you'd like to be entered into a drawing to win a GiveMN Giving Card that you can redeem on GiveMN.org to make other charitable gifts, please give us your email address.

Would you also like to receive periodic e-newsletters from GiveMN?

- Yes
- No