

Give to the Max Day 2012 Nonprofit Survey

Do you have your own nonprofit website?

- Yes, we have our own website and have a link to GiveMN to process our online donations
- Yes, we have our own website and we use a provider other than GiveMN to process our online donations
- Yes, we have our own website and we use both GiveMN and a different provider to process our online donations
- Yes, we have a website, but there is no way to make a credit card donation on that site
- No, our GiveMN page is our only website

In which region of Minnesota is your organization located? (If statewide, where is your headquarters?)

- West Central Minnesota
- Central Minnesota
- Southeast Minnesota
- Southwest Minnesota
- Northeast Minnesota
- Minneapolis / Saint Paul Metro Area
- Northwest Minnesota

How many total staff does your organization employ?

- 0 (all volunteers)
- 1 - 5
- 6 - 25
- 26 - 100
- 101 - 1,000
- More than 1,000

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How many fundraising/development staff does your organization employ?

- 0 (all volunteers)
- 1
- 2 - 3
- 4 - 6
- 7 - 10
- 11 - 25
- More than 25

What is the focus of your nonprofit work?

- Arts, Culture, Humanities
- Community Building, Volunteerism, Philanthropy
- Education Related
- Employment, Workforce Development
- Environmental and/or Animal Related
- Food and/or Housing Related
- Other (please specify)
- Health and/or Disease Related
- Human Services and/or Youth Development
- Legal, Civil Rights Advocacy, Crime
- Mental Health or Crisis Intervention
- Recreation, Sports, Leisure
- Religion

What is your organization's annual budget?

- Under \$100,000
- \$100,000 - \$500,000
- \$500,000 - \$1 million
- \$1 million - \$5 million
- Greater than \$5 million

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How often do you update your GiveMN page?

- Once a year
- Once a month
- More than once a month

Other than for Give to the Max Day, have you or your supporters created project, fundraiser, or team pages on GiveMN?

- Yes
- No

In what, if any, GiveMN training opportunities did you participate this year? (Check all that apply.)

- In-person Training Session with GiveMN Staff
- Recorded Webinar
- Live Webinar
- None of the above
- Other (please specify)

What was most valuable about the training?

- Instructions for editing/customizing a page
- Tips for communication or social media strategies
- Examples of how nonprofits successfully fundraise online
- Did not find them valuable
- Did not attend a training
- Other (please specify)

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How much money has your organization raised through GiveMN since you started using it?

- Less than \$1,000
- \$1,000 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$20,000
- More than \$20,000
- I don't know.

What percentage of your total donations do you receive online (through GiveMN and/or other online giving channels)?

- Less than 5%
- 5% – 10%
- 10% - 20%
- More than 20%
- Other (please specify)

This question asks about last year's Give to the Max Day - 2011.

Did your organization participate in Give to the Max Day last year in 2011?

- Yes
- No

This question asks about last year's Give to the Max Day - 2011.

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What percentage of your 2011 Give to the Max Day donors were first-time (new) donors to your organization?

- 0
- Less than 10%
- 10% - 20%
- 20% - 30%
- 30% - 40%
- 40% - 50%
- More than 50%
- Other (please specify)

This question asks about this year's Give to the Max Day - 2012.

What percent of your 2012 Give to the Max Day donors were first-time (new) donors to your organization?

- 0
- Less than 10%
- 10% - 20%
- 20% - 30%
- 30% - 40%
- 40% - 50%
- More than 50%
- Other (please specify)

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How does Give to the Max Day impact your total annual fundraising?

- Give to the Max Day helps us raise additional money that would not otherwise be raised.
- Give to the Max Day does not help us raise additional money. Donors just give on Give to the Max Day rather than at other times of the year.
- Give to the Max Day reduces the total raised during the year.

Did your organization offer a matching grant opportunity for Give to the Max Day?

- Yes
- No

How effective was your matching grant in encouraging donors to give on Give to the Max Day?

- Very effective
- Effective
- Not effective

How likely are you to offer a matching grant for next year's Give to the Max Day?

- Very likely
- Likely
- Not likely

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What tools did you find helpful in promoting Give to the Max Day? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Sharing the Give to the Max Day PSAs featuring musicians and athletes | <input type="checkbox"/> Press releases |
| <input type="checkbox"/> Twitter messages | <input type="checkbox"/> Email promotions |
| <input type="checkbox"/> YouTube videos | <input type="checkbox"/> Facebook messages |
| <input type="checkbox"/> Direct mail letters and/or postcards | |
| <input type="checkbox"/> Other (please specify) | |

What other strategies worked well for your organization to promote Give to the Max Day?

Did your organization participate in the Livestream event at the Mall of America?

- Yes
- No

Tell us about your experience. Did you find it valuable?

How can we improve GiveMN to serve you better? Please comment:

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

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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.