



THE AMERICAN UNIVERSITY IN CAIRO
الجامعة الأمريكية بالقاهرة

Donors Communications Survey Report Fall 2013



Prepared by the Office of Data Analytics and Institutional Research
(DAIR)

December 2013

Introduction:

The Donors Communications Survey Report is designed to assess AUC communication channels with its donors to improve the access to the information that's valuable to them. The Office of Data Analytics and Institutional Research (DAIR) developed the survey in cooperation with the Office of Institutional Advancement (Stewardship and Donor Relations). The survey link was emailed to the AUC list of donors in October 7, 2013. From the total number of 739 donors, 22 filled and completed the survey, for a response rate of (3%).

Methodology and Organization of the Report:

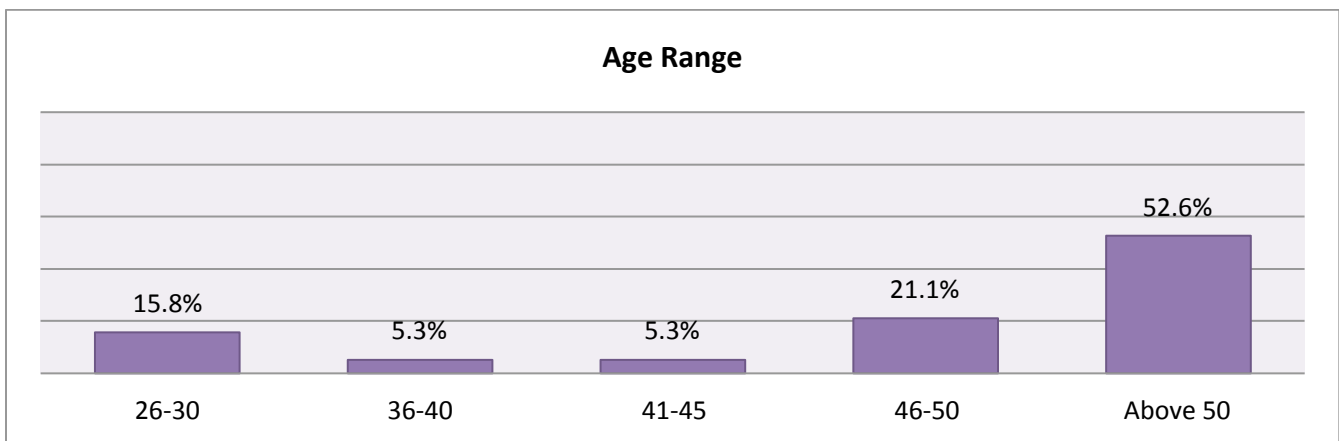
It should be noted, as a technical comment, that we removed missing responses from the analysis section and analyzed the entire survey without missing data. We trust removing missing data will paint a clear picture of the donors' opinions that filled out the survey.

This report is divided into five sections. In the first section, demographic information is presented. In the second section, respondents' funds preferable are indicated. In the third section, respondents' evaluation to "The Catalyst" newsletter is given. In the fourth section, the donors' website assessment is presented. In the fifth section, donor's best way to communicate with AUC is specified.

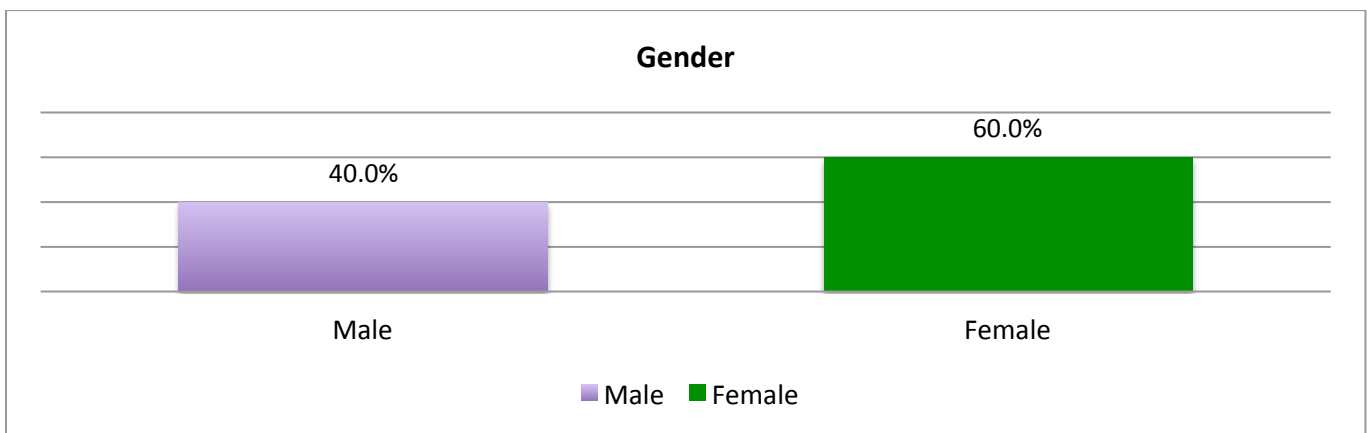
Survey Results

I: Demographic Information

Age range: -	Frequency	Percent
26-30	3	15.8%
36-40	1	5.3%
41-45	1	5.3%
46-50	4	21.1%
Above 50	10	52.6%
Total	19	100%
Missing	3	13.6%

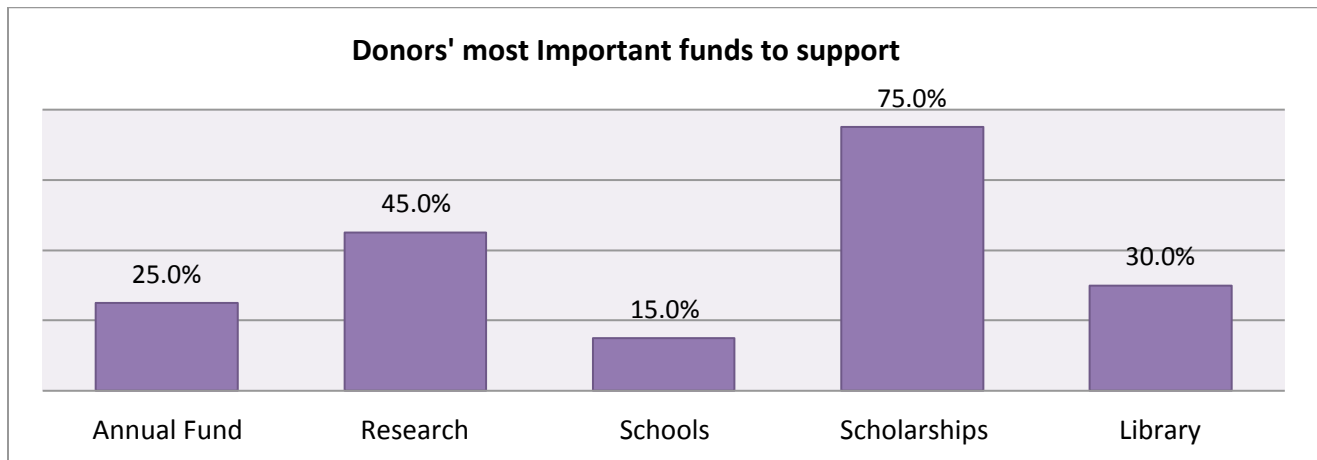


Gender:	Frequency	Percent
Male	8	40.0%
Female	12	60.0%
Total	20	100%
Missing	2	9.1%



II: Funds at AUC

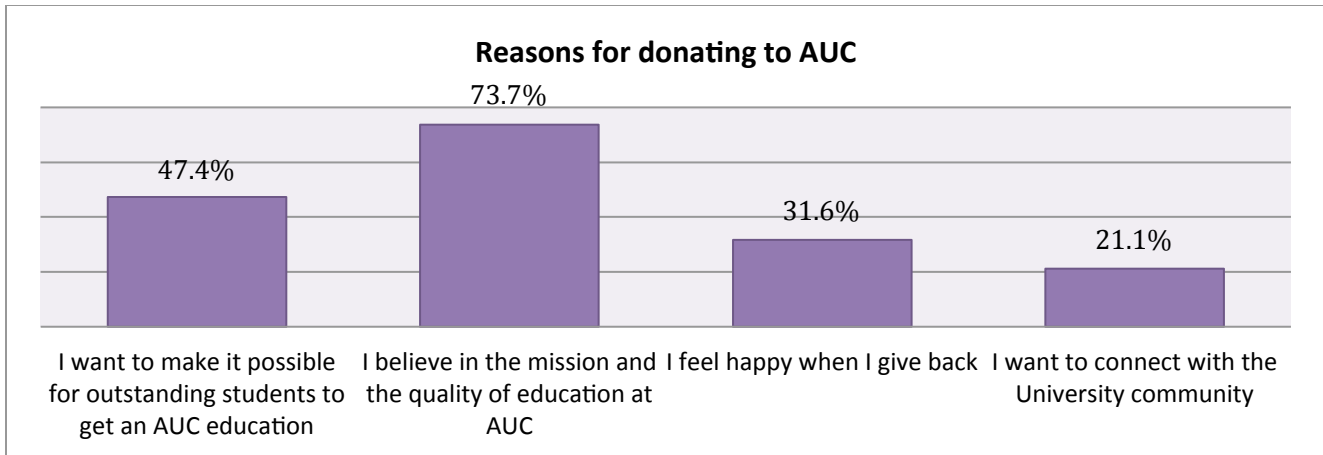
What funds are most important for you to support? (Check all that apply)	Percent	Frequency
Annual Fund	25.0%	5
Research	45.0%	9
Schools	15.0%	3
Scholarships	75.0%	15
Library	30.0%	6
Professorships	0%	-
Total		20
Missing		2



Other (Please specify):

- "Samer Soliman Forum for Democratic Transformation, and why can't you keep it as a possible choice so that my colleagues can be more encouraged to contribute?"
- I only gave once to a memorial fund for a colleague who passed away.

Why do you give to AUC? (Check all that apply)	Percent	Frequency
I want to make it possible for outstanding students to get an AUC education	47.4%	9
I believe in the mission and the quality of education at AUC	73.7%	14
I feel happy when I give back	31.6%	6
I want to connect with the University community	21.1%	4
Total		19
Missing		3

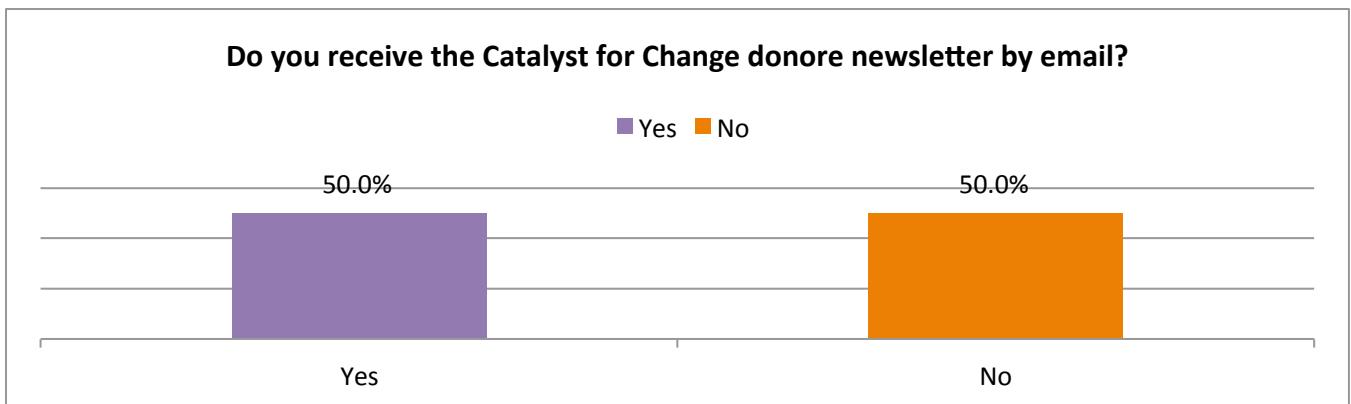


Other (Please specify):

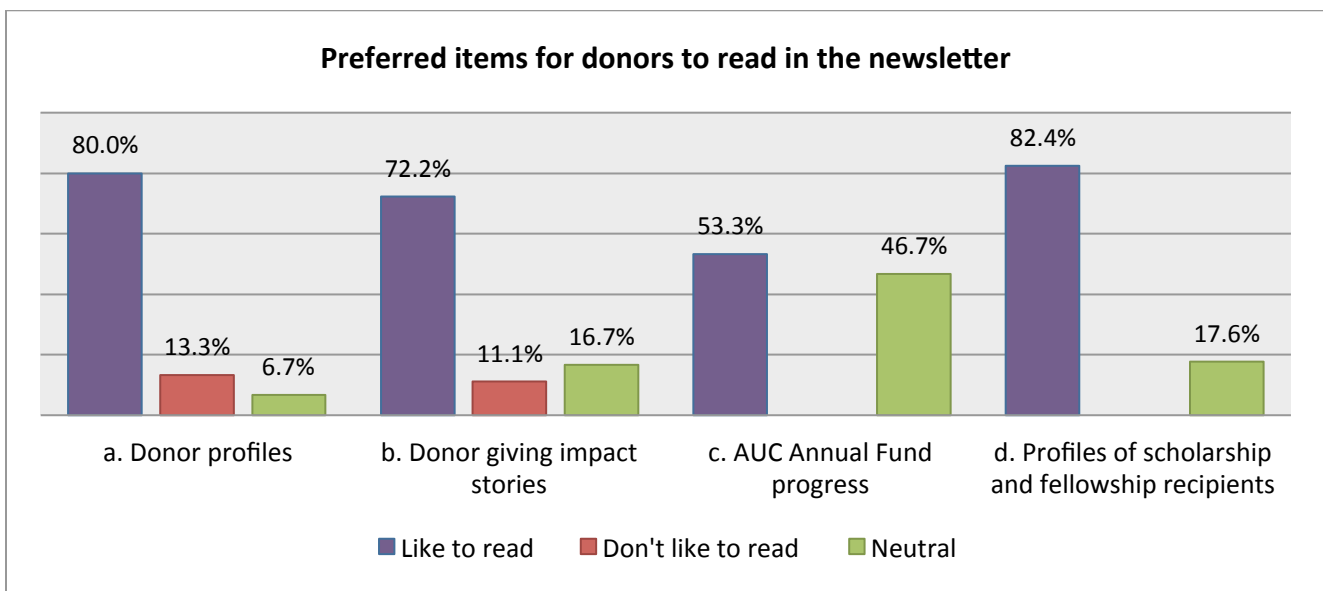
- I am a fund raiser for the Theban mapping Project library on the West Bank at Luxor
- I gave to a memorial fund for a colleague who passed away whom I respected.
- In memory of a colleague
- Please note, I am currently a student not a Donor. Thank you
- To honor colleagues

III: Donors' Newsletter

Do you receive the Catalyst for Change donor newsletter by email?	Frequency	Percent
Yes	11	50.0%
No	11	50.0%
Total	22	100%



Please indicate which stories or news items you like to read the most?	Like to read	Don't like to read	Neutral	Total	Missing
a. Donor profiles	12	2	1	15	7
	80.0%	13.3%	6.7%	100%	31.8%
b. Donor giving impact stories	13	2	3	18	4
	72.2%	11.1%	16.7%	100%	18.2%
c. AUC Annual Fund progress	8	-	7	15	7
	53.3%	0%	46.7%	100%	31.8%
d. Profiles of scholarship and fellowship recipients	14	-	3	17	5
	82.4%	0%	17.6%	100%	22.7%



Other (Please specify):

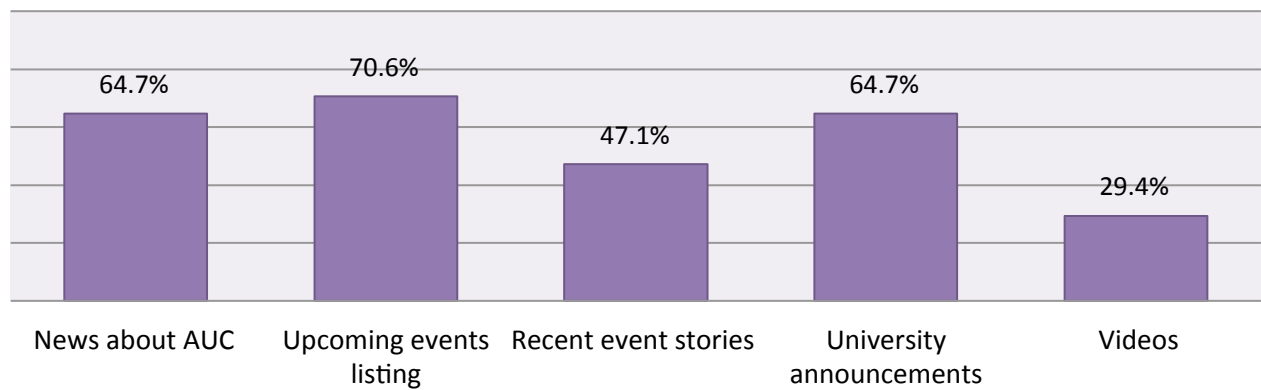
- No time
- Because I don't receive it (repeated 2 times)
- I have never received it.

➤ **Is there any part of the donor newsletter you do not like?**

- No (repeated 2 times)
- Don't know because I have never received it.
- Need to put more photos and less text.

Are there any components you would like to see added? (Check all that apply)	Percent	Frequency
News about AUC	64.7%	11
Upcoming events listing	70.6%	12
Recent event stories	47.1%	8
University announcements	64.7%	11
Videos	29.4%	5
Total		17
Missing		5

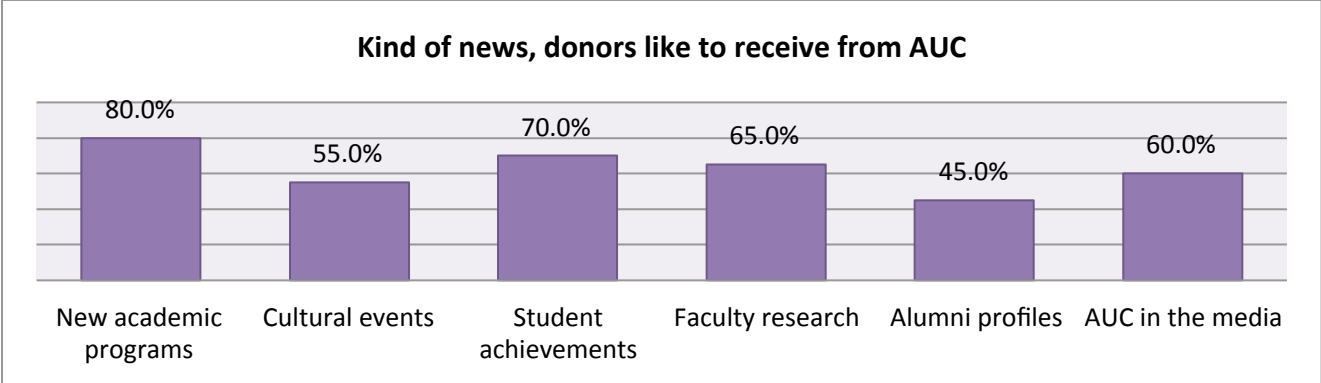
Components need to be added according to donors suggestions



Other (Please specify):

- I have never received the newsletter.
- None
- AUC Wish List

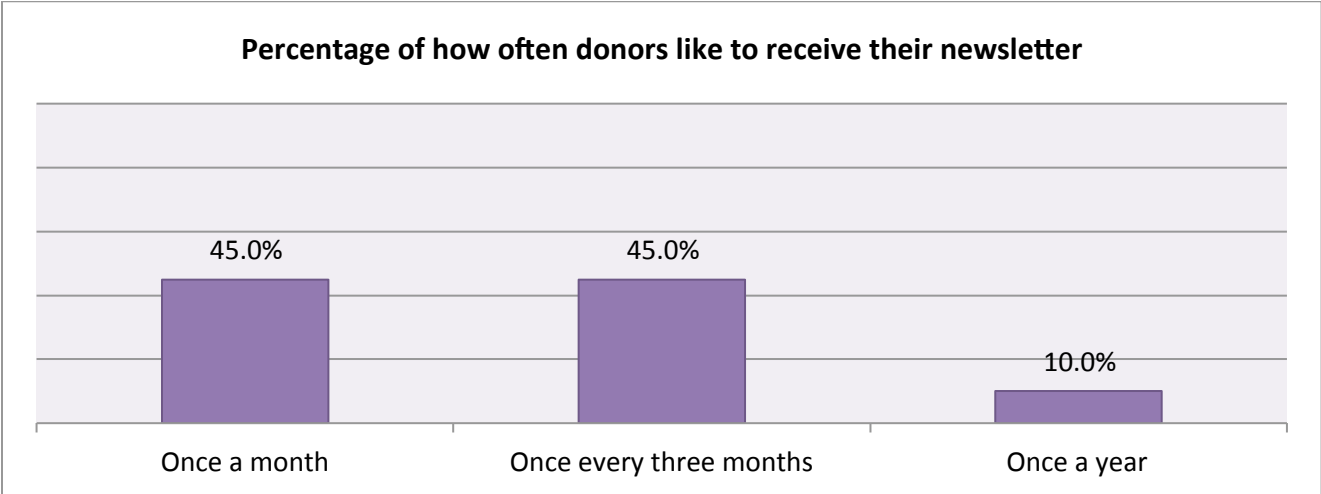
What news would you like to receive from AUC? (Check all that apply)	Percent	Frequency
New academic programs	80.0%	16
Cultural events	55.0%	11
Student achievements	70.0%	14
Faculty research	65.0%	13
Alumni profiles	45.0%	9
AUC in the media	60.0%	12
Total		20
Missing		2



Other (Please specify):

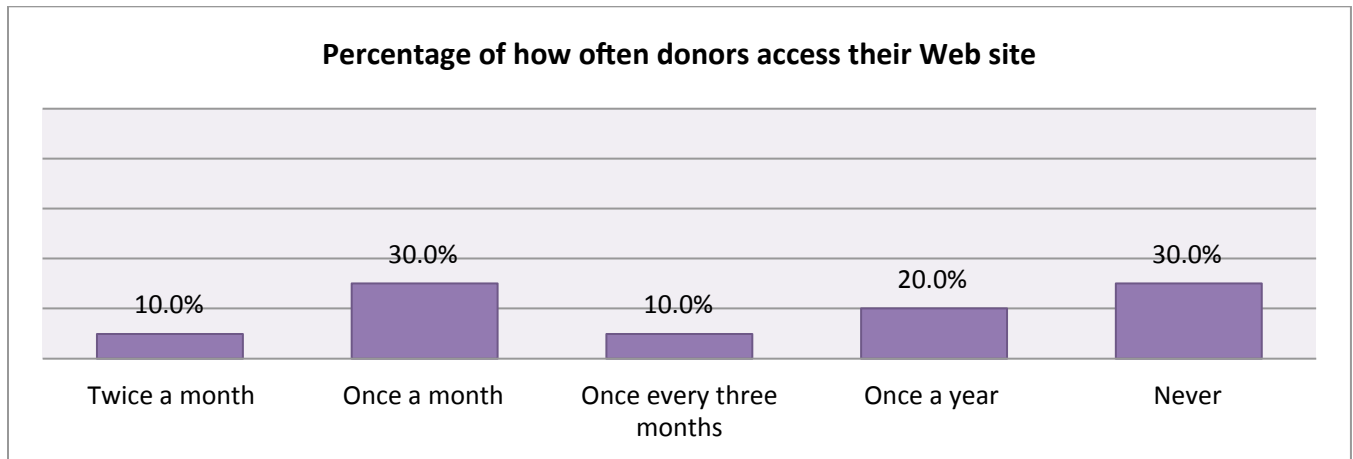
- The progress of the Theban Mapping Project library

How often would you like to receive the donor newsletter?	Frequency	Percent
Once a month	9	45.0%
Once every three months	9	45.0%
Once a year	2	10.0%
Total	20	100%
Missing	2	9.1%



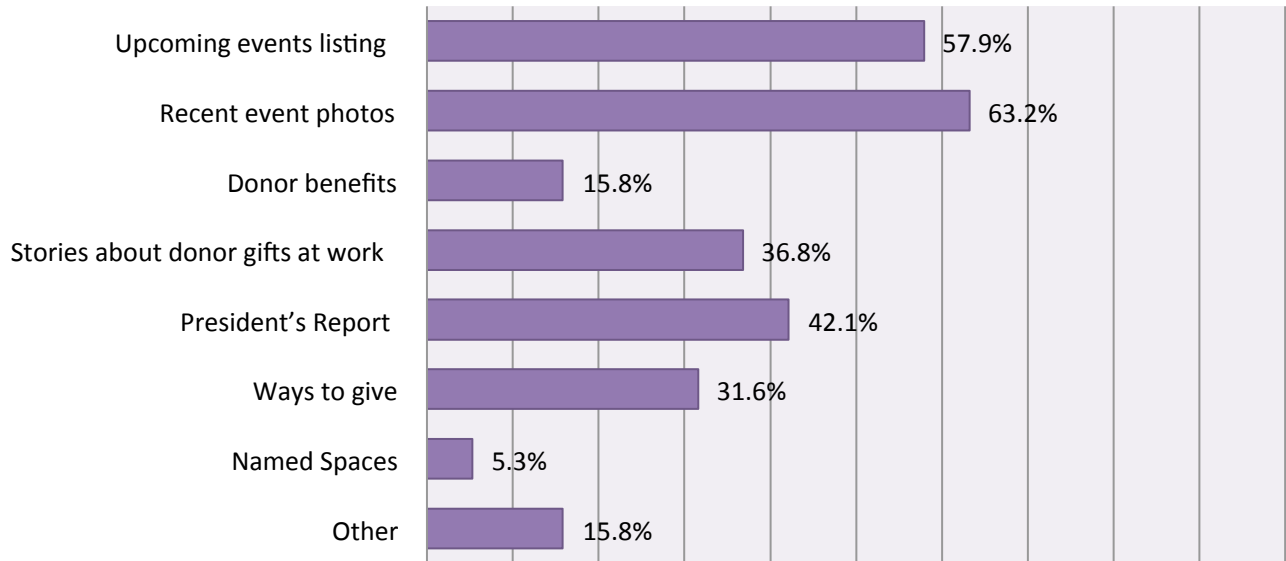
IV: Donors' Web Site

How often do you access the giving Web site?	Frequency	Percent
Twice a month	2	10.0%
Once a month	6	30.0%
Once every three months	2	10.0%
Once a year	4	20.0%
Never	6	30.0%
Total	20	100%
Missing	2	9.1%



What information do you seek when you access the giving Web site? (Check all that apply)	Percent	Frequency
Upcoming events listing	57.9%	11
Recent event photos	63.2%	12
Donor benefits	15.8%	3
Stories about donor gifts at work	36.8%	7
President's Report	42.1%	8
Ways to give	31.6%	6
Named Spaces	5.3%	1
Other	15.8%	3
Total		19
Missing		3

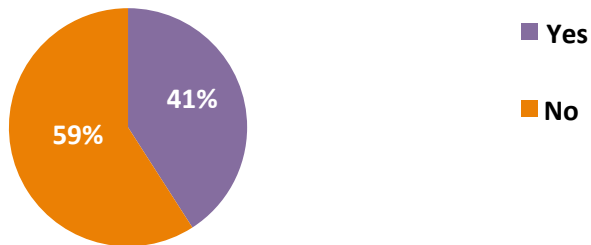
Percentage of kind of information donors seek in their Web site



V: Donors' Communication with AUC

As a donor, would you like to engage with AUC through social media channels?	Frequency	Percent
Yes	9	40.9%
No	13	59.1%
Total	22	100%

Percentage of how much donors like to be engaged with AUC through social media channels



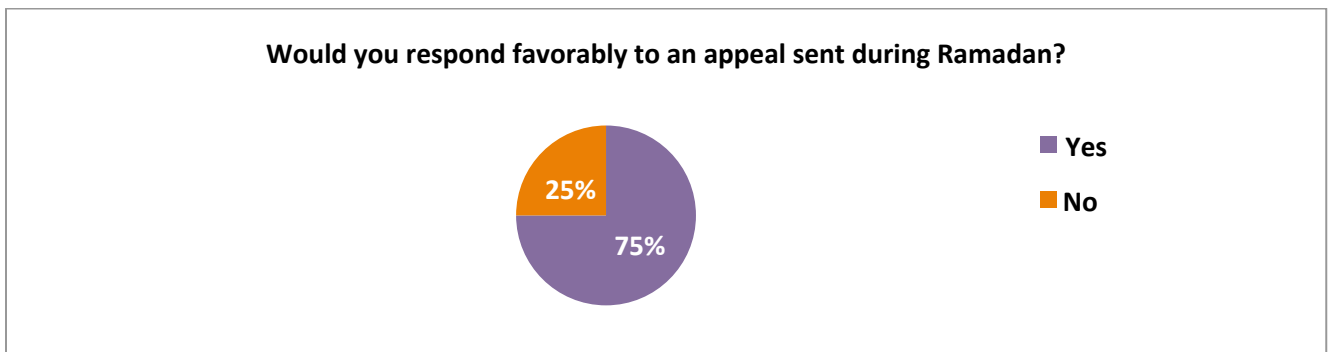
How do you like to be invited to support AUC? (Check all that apply)	Percent	Frequency
Direct mail	42.1%	8
Direct call	15.8%	3
Personal visit	5.3%	1
Email appeal letter	73.7%	14
Video appeal	10.5%	2
Total		19
Missing		3



Other (Please specify):

1. Email
2. Don't need to be invited

Would you respond favorably to an appeal sent during Ramadan?	Frequency	Percent
Yes	15	75.0%
No	5	25.0%
Total	20	100%
Missing	2	9.1



If your answer is "No", please explain why?

- I didn't understand what meant by this question
- Why Ramadan?
- Indifferent