

**Recognition Society Member Survey Results
March 2021**

Executive Summary

Objective

In March 2021, the Advancement Services staff conducted a survey to learn more about our recognition society member's perceptions of recognition societies and to better understand benefits that would be meaningful to them in the areas of communications, events and gifts.

Target Audience

The target audience for the survey included all donors in one or more recognition societies (Purple & Gold, Legacy, Loyalty) with an email address. The survey was sent to 473 members with 454 delivered (95.9%). There were 240 unique opens (53%) and 116 clicks (48%). A total of 112 responses were received with 102 of them complete and 10 incomplete.

Data Summary

General

1. Is being part of a recognition society meaningful to you?

Yes: 69% (67 count); No: 31% (30 count)

2. Do you know which society/societies you are a member of (Purple & Gold, Legacy, and/or Loyalty)?

Yes: 47% (45 count); No: 53% (51 count)

3. Is moving up levels within a recognition society meaningful to you?

Yes: 38% (36 count); No: 62% (58 count)

4. How does being a member of a recognition society impact you? (select all that apply)

Makes me feel appreciated: 55 count; Helps me understand the impact of my gift: 50 count; Doesn't really affect me: 28 count; Influences me to make a gift: 26 count; Makes me feel special: 8 count

Indicate your level of interest in receiving communication on the following topics.

5. Stories about the impact of donations

Very interested: 33% (32 count); Interested: 46% (45 count); Somewhat interested: 17% (17 count); Not very interested: 3% (3 count); Not interested at all: 1% (1 count)

6. Things happening on campus

Very interested: 29% (28 count); Interested: 45% (44 count); Somewhat interested: 22% (21 count); Not very interested: 2% (2 count); Not interested at all: 2% (2 count)

7. Overall fundraising statistics for the year

Very interested: 16% (15 count); Interested: 48% (46 count); Somewhat interested: 26% (25 count); Not very interested: 8% (8 count); Not interested at all: 2% (2 count)

8. Statistics on the society (such as number of members, cumulative giving, number of new members, etc.)

Very interested: 16% (15 count); Interested: 40% (39 count); Somewhat interested: 23% (22 count); Not very interested: 13% (13 count); Not interested at all: 8% (8 count)

9. Priority access to University announcements

Very interested: 17% (16 count); Interested: 38% (36 count); Somewhat interested: 19% (18 count); Not very interested: 18% (17 count); Not interested at all: 9% (9 count)

10. Stories about recognition society members

Very interested: 9% (9 count); Interested: 36% (35 count); Somewhat interested: 34% (33 count); Not very interested: 11% (11 count); Not interested at all: 9% (9 count)

11. How would you like to receive communications from us?

Emailed: 59% (58 count); Mailed and emailed: 25% (24 count); No preference: 11% (11 count); Mailed: 5% (5 count)

Indicate your likeliness of attending the following types of events.

12. Theatre Events

Very likely: 26% (25 count); Likely: 23% (22 count); Somewhat likely: 18% (17 count); Not very likely: 24% (23 count); Not likely at all: 9% (9 count)

13. Athletic Events

Very likely: 22% (21 count); Likely: 19% (18 count); Somewhat likely: 14% (13 count); Not very likely: 20% (19 count); Not likely at all: 26% (25 count)

14. Meetings with Students

Very likely: 11% (10 count); Likely: 29% (27 count); Somewhat likely: 25% (23 count); Not very likely: 22% (20 count); Not likely at all: 14% (13 count)

15. Behind-the-Scenes Tours

Very likely: 10% (10 count); Likely: 25% (24 count); Somewhat likely: 24% (23 count); Not very likely: 22% (21 count); Not likely at all: 19% (18 count)

16. Exclusive pre-event access (i.e. meet coaches and captains, meet director and actors, meet faculty and researchers)

Very likely: 14% (13 count); Likely: 19% (18 count); Somewhat likely: 22% (21 count); Not very likely: 26% (24 count); Not likely at all: 19% (18 count)

17. Programs about campus activities

Very likely: 9% (9 count); Likely: 23% (22 count); Somewhat likely: 34% (33 count); Not very likely: 23% (22 count); Not likely at all: 10% (10 count)

18. Speakers sharing research/projects

Very likely: 10% (9 count); Likely: 21% (20 count); Somewhat likely: 33% (31 count); Not very likely: 24% (23 count); Not likely at all: 12% (11 count)

19. Meetings with Leadership

Very likely: 12% (11 count); Likely: 14% (13 count); Somewhat likely: 28% (27 count); Not very likely: 29% (28 count); Not likely at all: 18% (17 count)

20. Events that include recognition (i.e. walk on field/court/rink at halftime, stand at intermission)
Very likely: 6% (6 count); Likely: 8% (8 count); Somewhat likely: 10% (9 count); Not very likely: 43% (41 count); Not likely at all: 33% (31 count)

21. Which event format would you likely attend?
Both in-person and virtual: 51% (47 count); In-person only: 24% (22 count); Neither: 14% (13 count); Virtual only: 12% (11 count)

22. How does the number of attendees of an in-person event impact your decision to attend?
I like both small and large events: 63% (60 count); I am not able to attend in-person events: 15% (14 count); I only like small events: 12% (11 counts); I don't like to attend in-person events: 10% (9 count); I only like large event: 1% (1 count)

Indicate how meaningful it would be to receive the following gifts

23. Free parking for occasional use
Very meaningful: 34% (33 count); Meaningful: 27% (26 count); Somewhat meaningful: 16% (15 count); Not very meaningful: 6% (6 count); Not meaningful at all: 17% (16 count)

24. Discount on apparel and gifts
Very meaningful: 14% (14 count); Meaningful: 25% (24count); Somewhat meaningful: 20% (19 count); Not very meaningful: 19% (18 count); Not meaningful at all: 23% (22 count)

25. Recognition gift (award, plaque, certificate)
Very meaningful: 10% (10 count); Meaningful: 28% (27 count); Somewhat meaningful: 19% (19 count); Not very meaningful: 20% (20 count); Not meaningful at all: 22% (22 count)

26. Student artwork or other items created by students
Very meaningful: 10% (10 count); Meaningful: 24% (23 count); Somewhat meaningful: 34% (33 count); Not very meaningful: 15% (14 count); Not meaningful at all: 17% (16 count)

27. Branded gifts (pens, stationery, drinkware, lapel pins, socks, hats, etc.)
Very meaningful: 7% (7 count); Meaningful: 26% (25 count); Somewhat meaningful: 27% (26 count); Not very meaningful: 19% (18 count); Not meaningful at all: 22% (21 count)

28. Access to Memorial Library
Very meaningful: 14% (13 count); Meaningful: 19% (18 count); Somewhat meaningful: 19% (18 count); Not very meaningful: 22% (21 count); Not meaningful at all: 27% (26 count)

29. Artwork of campus
Very meaningful: 7% (7 count); Meaningful: 23% (22 count); Somewhat meaningful: 28% (27 count); Not very meaningful: 22% (21 count); Not meaningful at all: 19% (18 count)

30. Voucher for free meal at University Dining
Very meaningful: 8% (8 count); Meaningful: 22% (21 count); Somewhat meaningful: 25% (24 count); Not very meaningful: 17% (16 count); Not meaningful at all: 29% (28 count)

31. Access to recreation and exercise facilities

Very meaningful: 11% (11 count); Meaningful: 16% (15 count); Somewhat meaningful: 17% (16 count); Not very meaningful: 24% (23 count); Not meaningful at all: 33% (32 count)

32. Campus memorabilia (brick from building, homecoming items, etc.)

Very meaningful: 6% (6 count); Meaningful: 18% (17 count); Somewhat meaningful: 23% (22 count); Not very meaningful: 23% (22 count); Not meaningful at all: 29% (27 count)

Conclusion

Responses to the survey will be used as a guide to provide direction for donor relations activities as they relate to recognition societies. Responses to open-ended questions will be reviewed and addressed. After review and approval by Advancement Services, the Executive Summary and Survey Report will be sent to key University Advancement staff and the Foundation Board for review. Upon approval, the survey results will be distributed via email to all survey participants. Note, full report and summary are available upon request.