

Summary Report – Pride Foundation Donor Survey September 2013

Introduction

In July of 2013, Pride Foundation sent a web survey to 2,466 individuals who made a gift of \$1 or greater between January 1, 2009 and July 15, 2013. The goals were to gain demographic information about our supporters and feedback about what our supporters find motivational about our work and further, about their experiences as Pride Foundation donors. There was an 18% participation rate with 403 participants from across the Northwest and beyond. This being our first comprehensive supporter survey in near to ten years, the data and feedback are both incredibly enlightening and helpful to Pride Foundation.

Key Findings

Demographic feedback reminds us to continue to build relationships across geographic, age, culture and educational lines. A few points that we took particular note of include:

- Nearly 70% of Pride Foundation supporters are over the age of 45
- 87% hold a Bachelor's Degree and 54% hold a Master's Degree
- 93% of supporters self-identified as White/European
- 25% of supporters self-identified as straight allies
- 16% are a parent or guardian

Research Highlights

We are fortunate to have many long-term supporters who are very loyal to Pride Foundation. 63% of respondents have been involved with Pride Foundation for seven or more years, with 25% having been in the Pride Foundation family for 16 years or more. Nearly half report being introduced by friends and similarly nearly half have served as a volunteer in some form.

Our donors are motivated by an array of issues and emotions. They care about making a difference for LGBTQ people and families. They want Pride Foundation to support organizations, students, and leaders that may not be able to access other resources.

Open questions about what is the most compelling reason to be a Pride Foundation donor mirrored feedback about seeing a tangible difference made for LGBTQ people, and also referenced:

- Pride Foundation's long history in the community
- Leadership for marriage equality and other advocacy opportunities
- Trust in mission and staff
- A desire to give back
- A hope to impact students pursuing an educational dream

When asked what advice donors have for Pride Foundation, respondents indicated:

- Ensuring that our focus to support LGBTQ people in rural and remote communities continues

- Vividly welcome and acknowledge straight allies
- Be fearless in asking for more financial support
- Make sure there are social events in a variety of locations and that current supporters can invite friends to join
- Share stories from grantees and scholars at every turn
- Balance personal and technology based connections

Overall, this survey helps Pride Foundation know our supporters and their motivations and wishes even better than before. Further, it helps us see where there are opportunities to focus and improve.

Key Demographic Information:

Description of primary residence:

- 61% Urban
- 26% Suburban
- 15% Rural
- 1% Remote

Current age:

- 26% age 55 to 64
- 24% age 45 to 54
- 19% age 65 to 74
- 15% age 35 to 44
- 12% age 35 to 34
- 2% age 75 to 84
- 1% under age 25
- 1% over age 85

Description of sexual orientation:

- 39% Gay
- 26% Lesbian
- 25% Straight
- 9% Queer
- 5% Bi-sexual
- 2% Pansexual, Asexual or Non-Identifying

Gender identification:

- 52% Female
- 46% Male
- 2% Gender queer
- 1% MTF transgender
- 2% FTM transgender

Description of current relationship status:

- 37% Married
- 24% Single
- 22% Partnered
- 16% Long term relationship
- 5% Divorced
- 4% Widowed
- 2% Polyamorous

Description of culture, race or ethnicity:

- 93% White or European
- 5% Native or Two Spirit
- 4% Asian or Pacific Islander
- 3% Hispanic and/or Latino/a
- 3% Multi-cultural
- 2% Black or African American
- 2% Bi-racial

Additional highlights:

- Education: 20% attended a community college; 87% have a Bachelor's Degree; 54% have a Master's Degree
- Military service: 11% have prior service with a branch of the military
- Children: 16% have children or minors for they are the legal guardian

Relationship with Pride Foundation:

When did you first become aware of Pride Foundation?

- 2% Less than a year
- 14% between 1 and 3 years ago
- 21% between 4 and 6 years ago
- 13% between 7 and 9 years ago
- 25% between 10 and 15 years ago
- 12% between 16 and 20 years ago
- 13% 21 years or more

While events, community fairs and the workplace are also powerful locations for introductions, 49% of participants report being introduced to Pride Foundation through friends; compared with 3%,by family.

Volunteerism with Pride Foundation:

48% of donors reported that they are or have been a volunteer with Pride Foundation in the following ways:

- 65% Scholarship review
- 35% Grant review
- 30% Event support volunteer
- 25% Committee based participation
- 23% Board of Directors or Regional Leadership Action Team

Support of additional organizations and projects:

A significant 84% of participants support other LGBTQ focused organizations or programs. 94% indicated that Pride Foundation is of equal or more importance than other giving priorities. When asked to share other organizations or causes (not necessarily LGBTQ specific) that participants care about, there were key themes:

- Education
- Public Media
- Food security/Food distribution
- Arts & Culture

Top 6 motivations for supporting Pride Foundation (highest ranked first):

- I know my gift will make a difference for LGBTQ people and families. (101 selected as #1)
- Pride Foundation cares about organizations, students and leaders that may not be able to access financial support from any other source. (69 selected as #1)
- Pride Foundation makes smart investments in the community. (49 selected as #1)
- Pride Foundation has made a significant commitment to LGBTQ people in rural and remote communities. (49 selected as #1)
- My gift helps me see that I am part of a movement for equality that is larger than my own neighborhood. (47 selected as #1)
- I can trust Pride Foundation. (45 selected as #1)
- Pride Foundation invests wisely so that I don't have to do research and make those determinations on my own. (highest ranking #2 motivator with 106 selections)

Donor experiences and opportunities:

Overall, the significant majority of respondents felt that Pride Foundation has increased their awareness of needs within and connection to the LGBTQ community and indicated positive experiences being welcomed and stewarded as a supporter. Opportunities for growth in donor outreach included additional social events in a diverse array of locations and making it simple and exciting for current donors to introduce their friends to Pride Foundation.

Presented with the most personally motivating or special opportunity, nearly 72% reported they agreed or strongly agreed that they could be sparked to make an even more significant investment in the LGBTQ community through Pride Foundation.

Additional highlights:

- 55% of participants have a will or have made plans for a charitable legacy
- 64% have attended an event hosted or co-hosted by Pride Foundation in the last two years
- 94% prefer event invitations to be received through email
- 93% are accessing information and news from Pride Foundation via a laptop or desktop computer; 37% by smart phone and 39% by paper mailing