

Evaluation of the California Cares Media Campaign

Prepared by LaFrance Associates, LLC

March 2002

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Table of Contents

Executive Summary	i
I. Introduction	Page 1
California Cares: Background and Context	1
Evaluation Framework and Hypotheses	2
Evaluation Research Methods	3
II. Reach of the Media Campaign	4
California Cares Advertisement Campaign.....	4
Stimulation of News Coverage.....	5
Exposure to the Campaign Among Surveyed Nonprofit Representatives and Individual Donors	7
III. Campaign Effectiveness	8
Overall Results of Year-End Fundraising Campaigns	8
Results from Individual and Corporate Donors.....	9
For Safety-Net Organizations, How Far Will Dollars Raised in 2001 Go To Meet Increased Demand For Services?	11
Nonprofit Executives' Reflections on the Campaign.....	12
Individual Donor Giving Behavior.....	12
Donors' Motivations for Giving	15
Impact of the California Cares Campaign on Individual Donors	16
IV. Conclusions	17

Appendices

Appendix A – Demographic Characteristics of Donor Survey Respondents

Appendix B – California Cares Donor Survey

Appendix C – California Cares Follow-up Survey of Nonprofit Year-End Fundraising Results



Executive Summary

In December 2001, the collaborative group California Cares—comprised of The California Endowment (TCE), United Way of Los Angeles, Northern California Grantmakers, Southern California Association for Philanthropy and the League of California Community Foundations—released the results of a California nonprofit survey that assessed funding impact and preparedness in the current economic environment. Results from that survey revealed two striking facts: 1) the sample of 413 participating California nonprofits had lost over \$25,000,000 in funding in the two-month assessment period (October and November) as compared to prior year fundraising and 2) at the same time, demand for safety-net services—food, shelter, health care, mental health counseling, or crisis relief—had increased between 20% and 40%.¹

California Cares, led by TCE, formulated a two-tiered response to the reductions in charitable giving and increases in demand for services found. One component of the response was to allocate a significant level of TCE's resources—approximately \$10,000,000—to funding for California's safety-net organizations. The second component of the response was the development of a media campaign to inform Californians that the economic downturn and events of September 11th were having negative impacts on critical services that California's most vulnerable communities need.

To evaluate the impact of the media campaign on organizations and California donors, TCE retained the services of LaFrance Associates, LLC (LFA), a San Francisco-based research and consulting group.

The Reach of the California Cares Campaign

- ▶ The campaign included four 30-second television announcements and several companion radio announcements, developed in English and Spanish. *"When your local charity asks for help, answer with generosity,"* was the bottom-line appeal of the campaign.
- ▶ The campaign reached 95% of the target market—adults aged 35 and over—in the Los Angeles, San Diego and San Francisco regions.
- ▶ Supported by a press release and conference, the campaign further resulted in 73 news stories appearing both locally and nationally.
- ▶ The majority of organizational and donor survey respondents (60.4%) were exposed to the campaign.

Profile of Organizations' Year-End Fundraising

- ▶ Over half of the responding organizations report raising more or the same amount of money in 2001 as compared with year 2000 results.
- ▶ Year-end fundraising results were either "as planned" or "exceeded expectations" for just over half of organizations.
- ▶ Organizations report raising a total of \$116,849,952 from year-end fundraising efforts in 2001, a figure that is virtually equal to the amount raised through year-end fundraising efforts in 2000.
- ▶ Organizations report receiving donations from over 5,000 new corporate donors and over 11,000 new individual donors in 2001.
- ▶ Organizations potentially could serve all additional individuals demanding additional safety-net services at least one time, but more commonly multiple times, with funds raised, assuming they could dedicate all funds raised to direct service delivery.

¹ Source: *Statewide Survey on the Status of California Nonprofit Organizations In the Current Economy*, LaFrance Associates, LLC, November 2001.

Profile of Donors Giving

- ▶ A large majority of donors gave more or the same amount to nonprofits in 2001 as compared to 2000. Over half the donor respondents gave over \$500 to local charities.
- ▶ On average, respondents made donations to about ten community-based nonprofits during the end of 2001.
- ▶ Nearly half of the respondents gave to a United Way or Red Cross in addition to community-based nonprofits.
- ▶ Nearly all the responding donors contribute to nonprofits in order to make a difference or give back.

Individual Donor Motivation By the California Cares Campaign

- ▶ The majority of respondents report that the campaign increased their awareness of California nonprofits' funding losses.
- ▶ Donors also report an increased awareness of the need for nonprofit services among Californians as a result of the campaign.

Summary

The coalition of California Cares organizations, lead by The California Endowment, responded directly and in a timely manner when, in October of 2001, suspicions arose that the national tragedy of September 11th and the slowing economy together were beginning to have local impacts on California's community-based providers of safety-net services. At that point, California Cares took its first action by sponsoring a study of California's nonprofit organizations to assess whether suspected impacts were real. They were: California nonprofits had lost over \$25,000,000 and demand for services was on the rise.

California Cares and TCE next developed their two-tiered response involving direct funding and a media campaign to inform the California public of nonprofits' need. The effectiveness of the campaign can be seen from numerous perspectives as demonstrated by the results of this evaluation.

The campaign advertisements developed by Fraser Communications virtually saturated the adult target markets. Remarkably, this was accomplished largely through donated airtime, thus reducing the overall costs of the campaign.

The advertisements were one element of the campaign. The press release and conference for the ad campaign not only succeeded in unveiling the campaign advertisements but also succeeded in generating interest in the plight of California nonprofits among local, statewide, and national journalists. As a result, the reach of the California Cares campaign extended far beyond television exposure to include significant news coverage. The extraordinary number of news articles covering the campaign clearly reflects that California Cares tapped into a topic of extreme interest and social relevance to the California and national public.

The evaluation provides evidence that the campaign accomplished its three objectives of 1) enhancing the effectiveness of community-based organizations' fundraising activities as indicated by results of year-end fundraising; 2) increasing awareness among the California public that nonprofit organizations were experiencing significant losses in funding in the last quarter of 2001; and 3) increasing awareness among the California public that demand for safety-net services provided by these nonprofit organizations was rapidly on the rise.

In the wake of a slowing economy and an increased need for services, the California Cares message and accompanying news coverage resonated with the California public. And when California nonprofits asked for help during the 2001 holiday season, individual and corporate donors indeed responded generously.



I. Introduction

California Cares: Background and Context

In December 2001, the collaborative group California Cares—comprised of The California Endowment (TCE), United Way of Los Angeles, Northern California Grantmakers, Southern California Association for Philanthropy and the League of California Community Foundations—released the results of a California nonprofit survey that assessed funding impact and preparedness in the current economic environment. The survey results revealed two striking facts: 1) the sample of 413 participating California nonprofits had lost over \$25,000,000 in funding in the two-month assessment period (October and November) as compared to prior year fundraising and 2) at the same time, demand for safety-net services—food, shelter, health care, mental health counseling, or crisis relief—had increased between 20% and 40%.²

California Cares, lead by TCE, formulated a two-tiered response to the reductions in charitable giving and increases in demand for services found. One component of the response was to allocate a significant level of TCE's resources—approximately \$10,000,000—to funding for California's safety-net organizations. TCE's aim in providing this funding was to assist in filling the funding gap experienced by safety-net organizations so that they could sustain services to meet existing, and growing, levels of need among California's hardest-hit communities.

The second component of the California Cares response was to develop a media campaign to inform Californians that the economic downturn and events of September 11th were having negative impacts on critical services that California's most vulnerable communities need. Ultimately, California Cares, working with the Los Angeles-based firm Fraser Communications, developed a campaign with the goal of inspiring individuals and corporations to give generously in response to community-based nonprofit organizations' year-end requests. The campaign was designed to serve as a companion effort to the fundraising activities of local community-based organizations and was envisioned as an intervention to help stem the tide of decreasing donations.

In terms of specific objectives, the California Cares campaign sought to achieve the following:

1. To enhance the effectiveness of community-based organizations' fundraising activities as indicated by results of year-end fundraising;
2. To increase awareness among the California public that nonprofit organizations were experiencing significant losses in funding in the last quarter of 2001; and
3. To increase awareness among the California public that demand for safety-net services provided by these nonprofit organizations was rapidly on the rise.

These objectives are based in the established theory that donors are most commonly motivated to give to a charity 1) when they are asked and 2) when they perceive there is a need and that their donation will make a difference.³

On December 7th, 2001, California Cares launched the statewide campaign via press release and conference in Los Angeles at a community-based safety-net organization, Homeless Health Care Los Angeles. The campaign included four 30-second television announcements and several companion radio announcements, developed in English and Spanish. "*When your local charity asks for help, answer with generosity,*" was the bottom-line appeal of the campaign. Artists including John Lennon and Yoko Ono, Stevie Wonder, the Mama's and the Papa's, and The Who donated their music for the television announcements. The press release effort stimulated significant interest in the issue among reporters representing media venues in various California communities as well as some national interest, as detailed in the "Reach of the Media Campaign" section of this report.

² Source: *Statewide Survey on the Status of California Nonprofit Organizations In the Current Economy*, LaFrance Associates, LLC, November 2001.

³ Source: Independent Sector's biannual report: *Giving and Volunteering in the United States 2001*

Evaluation Framework and Hypotheses

Following the campaign, with 2001 year-end fundraising completed, California Cares sought to evaluate the effectiveness of the campaign. To do so, TCE retained the services of LaFrance Associates, LLC (LFA), an independent research and evaluation firm with expertise in the nonprofit and philanthropic sectors.

There are many challenges associated with an effort to evaluate the effectiveness of a media campaign on nonprofit fundraising. Individuals and corporations are motivated to give to nonprofit organizations for myriad personal reasons, thus making it difficult to tease out the influence of a media campaign on donor behavior. On the side of the nonprofit organization, fundraising results are also related to numerous factors, including the extent and type of fundraising activities they conduct, their visibility and reputation in the community, and knowledge and perceptions of the type of services they provide.

To address these challenges and to provide the evaluation with a clear focus, LFA worked with TCE and Fraser Communications to develop appropriate guiding research hypotheses and methods. The following discusses the hypotheses and methods, which together form the evaluation framework.

Guiding Hypotheses

This evaluation of the effectiveness of the California Cares campaign was designed to address three guiding hypotheses. The first hypothesis is related to the campaign goal of enhancing the effectiveness of community-based organizations' fundraising activities.

Hypothesis 1: The total amount of funds raised through 2001 year-end fundraising efforts by California safety-net nonprofit organizations participating in the initial assessment and follow-up evaluation research studies will be approximately equal to the total amount of funds raised in the prior year (2000) through comparable year-end fundraising efforts.

The initial nonprofit assessment survey identified the trend that donations to California nonprofits were decreasing in October and November 2001, and were comparably lower compared to the same time period in the prior year. Thus, this first hypothesis is predicated on the assumption that in the absence of any intervention—including nonprofits' targeted fundraising activities and the California Cares campaign messages—fundraising results also would be considerably lower for December 2001 as compared to 2000. A benchmark of approximately equal results in 2001 as compared to 2000—instead of a benchmark that 2001's results would exceed 2000's—was also determined because of the unusual strength of the economy in 2000 contributing to unprecedented availability of philanthropic dollars.

The second and third hypotheses are related to the campaign goals of raising awareness among the California public about the experience of community-based nonprofits of funding losses at a time of increasing demand for services.

Hypothesis 2: The California Cares campaign will increase awareness that nonprofit organizations experienced significant losses in funding in the last quarter of 2001 among at least 50%⁴ of those who viewed campaign-related materials.

Hypothesis 3: The California Cares campaign will increase awareness that demand for safety-net services provided by nonprofit organizations was on the rise in the last quarter of 2001 among at least 50% of those who viewed campaign-related materials.

Underlying these hypotheses is the assumption that the campaign reached a significant segment of potential donors to nonprofit organizations. To determine campaign reach, the evaluation also included methods to assess numbers of campaign viewers in general and prevalence of contact with the campaign among nonprofit donors in particular.

⁴ The 50% threshold is standard for probability assessments.

Evaluation Research Methods

LFA conducted a process and outcomes evaluation to assess the effectiveness of the California Cares media campaign.

Process Evaluation

Process evaluation activities assess the reach of the campaign. LFA collected the following process measures for Fraser Communications and TCE:

- Total estimate numbers of individuals viewing the campaign materials on television;
- Total number and type of print media venues running campaign materials; and
- Total estimate numbers of individuals viewing the print campaign materials via circulation figures from media venues.

These process data measures provide the context for interpreting and extrapolating the overall impact of the campaign on the audience reached.

Outcome Evaluation

Outcome evaluation activities assess the effectiveness of the campaign according to the hypotheses and include two survey methods:

- **Donor Survey.** LFA secured the cooperation of a sample of safety-net organizations to gain access to their donor lists. LFA developed and sent a brief survey to donors on these lists that assessed the amount of their year-end 2001 giving and how it compared to their level of giving in 2000, types of organizations to which they gave, contact with the California Cares campaign, effectiveness of the campaign, motivations for giving, and demographic characteristics.
- **Follow-up Nonprofit Survey.** In order to compare the results of 2001 year-end fundraising efforts with prior years' campaigns, LFA developed a survey for distribution to the sample of safety-net organizations that participated in the initial assessment. The survey assessed total dollar amount raised, total number of donors by type of donor (e.g., individual, corporate, etc.), fundraising goals, overall assessment of the success of fundraising activities, the types and intensity of year-end fundraising efforts, and contact with the California Cares campaign.

Given that the "Answer with Generosity" campaign is designed as a companion effort to complement the fundraising work of community-based organizations (e.g., direct mailings, events), it was critical to gather the intensity and types of fundraising efforts undertaken by each organization so that these factors could be controlled for in the analysis.

■ ■ ■

II. Reach of the Media Campaign

California Cares Advertisement Campaign

The California Cares television, radio, and print media campaign reached a large California adult⁵ audience in the Los Angeles, San Francisco, Sacramento, San Diego, and Fresno marketing areas. During the four-week period of December 4 through December 28, 2001, 13,474,100 unduplicated adults were exposed to the California Cares message. Including adults exposed to the California Cares message multiple times, an estimated total of 162 million adults had contact with the television and radio spots.

In the Los Angeles, San Diego, and San Francisco media markets the California Cares campaign reached 95% of the target market audience. People were exposed to the California Cares message an average 8.2 to 14 times, which industry research indicates is a “meaningful level” to impact consumers to stimulate interest and response⁶.

Television represented the primary media vehicle to communicate the “when your charity asks for help...answer them with generosity” messages and generated the majority of the target audience impressions⁷ (77% of total impressions). The campaign aired heavily in prime time, including “20/20,” “60 Minutes,” “ER,” “The Practice,” “NFL Football,” and other high-rated TV shows. In addition to prime and other family entertainment programming, TV placements focused on news programming, including “Today,” “Good Morning America,” local editions of early and late news shows, and select CNN, CNBC, and Fox news programs.

Key Findings Summary

- ▶ California Cares reached over 13 million adults.
- ▶ Campaign exposed to 95% of target market.
- ▶ Sixty percent (60.4%) of survey respondents report seeing campaign.
- ▶ 73 print, radio, and television news stories result from campaign.

In advance of the campaign, TCE secured a commitment from broadcast media outlets to donate 95% of the costs associated with airing advertisements (excluding National Public Radio affiliates, which are precluded from providing any non-paid media). Through partnerships with ABC/Disney, Viacom (CBS), NBC, Adlink (Cable), AT&T Cable, and various radio companies an estimated \$1.3 million of ad time was secured pro bono for the California Cares campaign. In Sacramento, TV campaign messages were distributed exclusively as public service announcements.

Compared to media placements donated for California State Public Health awareness campaigns, California Cares media campaign far exceeded statewide norms. In general, California’s broadcast media companies and cable systems provide media air time at 25% to 50% of the market rate.

Commitment from media outlets also included an upfront agreement to present the messages in highly rated programs and shows and during highly viewed dayparts such as Prime, Late News, and Sports rather than rely on stations’ pro bono distribution, which typically places public service announcements in daytime or late fringe dayparts, which are not highly viewed.

The television campaign was supported and augmented by print and radio campaigns. Newspapers (including general market, Spanish language, and various Asian language (Korean, Japanese, Chinese Mandarin)) and radio resulted in 12% of total impressions and 11% of total impressions respectively.

⁵ For the purposes of this report, target adults are aged 35 and over.

⁶ Information provided by Fraser Communications.

⁷ Target Impressions: The sum of the audience for all media placements in a given schedule for homes or specific age demographic target; for the California Endowment, impressions reflect the audience for Adults 35+.

Stimulation of News Coverage

Coinciding with the launch of the California Cares advertising campaign, TCE and Fraser Communications issued a press release and held a press conference attended by local and national reporters, including representatives of the Associated Press. In the weeks following, 73 news stories resulted from the press conference and media campaign. Exhibit 1 is a summary of the print, radio, and television outlets where California Cares stories ran.

Exhibit 1
Listing of Print, Radio, and Television Outlets Where California Cares Stories Ran

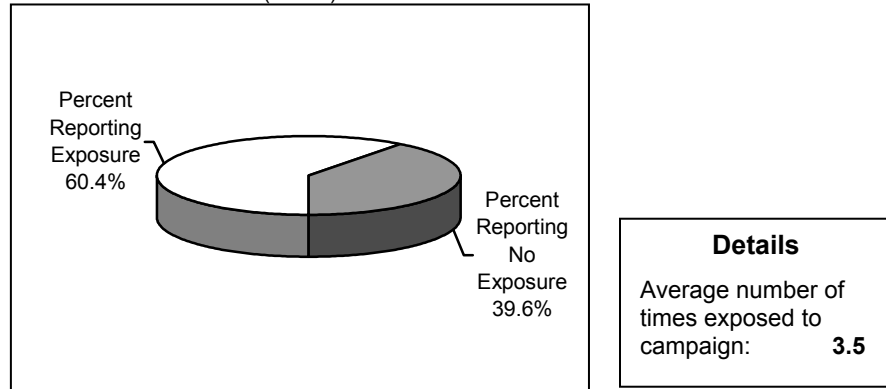
Date Ran	Print Media Venue	Program/Article Title
12.04.01	Associated Press Newswire	Less Money, More Need for California Charities
12.04.01	City News Service	Donations Decrease
12.04.01	KNX-AM	News
12.04.01	KCRW-FM	Reporter's Notebook, Warren Olney
12.04.01	KFWB-AM	News
12.04.01	KGTV (ABC Affiliate)	San Diego News
12.04.01	KXTV (ABC Affiliate)	Sacramento News
12.05.01	KFI-AM	
12.05.01	KLAC-AM	Interview with Dr. Ross by radio host Michael Jackson
12.05.01	Sentinel (Hanford, CA)	Charities Are Taking to the Airwaves to Urge Californians to Dig Deeper This Holiday Season
12.05.01	Valley Times (Pleasanton, CA)	Caring Close to Home
12.05.01	San Mateo County Times	Less Money, More Need for Charities
12.05.01	Press Democrat (Santa Rosa, CA)	Less Money for State Charities
12.05.01	Visalia Times-Delta	Giving Drought; Needs Grow but Charities Find Donations are Drying Up
12.05.01	Californian (Salinas)	State's Charities Suffer From Post 9/11 Letdown
12.05.01	Reporter (Vacaville, CA)	State's Charities Struggle as Fewer Donations Made
12.05.01	Ventura County Star	Cash Flow to Charities Dries Up
12.05.01	The Moorpark Star	Cash Flow to Charities Dries Up
12.05.01	Simi Valley Star	Cash Flow to Charities Dries Up
12.05.01	Thousand Oaks Star	Cash Flow to Charities Dries Up
12.05.01	San Jose Mercury News	Charities Report Less Funding, Higher Need in Wake of 9/11
12.05.01	Whittier Daily News	Need Up, Money Down
12.05.01	San Gabriel Valley Tribune	Need Up, Money Down
12.05.01	Pasadena Star-News	Need Up, Money Down
12.05.01	The Fresno Bee	Nonprofits in a Pinch
12.05.01	Lodi News-Sentinel (Lodi, CA)	California Charities Need More Funds; Need for Services Provided Increases
12.05.01	Inland Valley Daily Bulletin	Donations Falling but Need is Up, Say California Charities
12.05.01	Daily Breeze (Torrance, CA)	Needs Grow as Charities Face Shortfall
12.05.01	Merced Sun Star	Less Money, but Need is Greater
12.05.01	Bakersfield Californian	State Charities Report Drop in Donations as Need Grows
12.05.01	Daily Republic (Fairfield, CA)	Less Money, More Need for California Charities
12.05.01	North County Times	California Charities Report Less Money, More Need
12.05.01	Monterey County Herald	Shrinking Economy Hits Stretched Charities Hard
12.05.01	La Opinion	Bajan donaciones a grupos caritativos
12.05.01	Los Angeles Times/Home Edition	Crisis for Social Services 'Safety Net' Nonprofits Seek Donors Charity: Reduced giving and greater need mean more suffering for the poor and newly jobless.

Date Ran	Print Media Venue	Program/Article Title
12.05.01	LA Times/Ventura County Edition	Crisis for Social Services - Charities Suffer Drop in Funds as Need Rises - Philanthropy: A slowing economy means fewer donations in California, a survey shows.
12.05.01	City News Service of Los Angeles	Donation Decrease
12.05.01	Lompoc Record	Less Money, More Need for California Charities
12.05.01	San Francisco Chronicle	Foundations Launch Campaign to Support Safety Net Charities
12.06.01	California Healthline	Donations to California Safety-Net Agencies Drop by \$25M in Recent Months
12.06.01	PND News	California Nonprofits Facing Falloff in Donations, Increased Demand
12.08.01	Times-Herald (Vallejo, CA)	Area Groups See Drop in Donations
12.09.01	Santa Maria Times	Charities Have Less Money, Greater Need
12.10.01	Adweek	Fraser Helping California Cares
12.10.01	NonProfit Xpress (online)	Charity Round Up
12.10.01	Chronicle of Philanthropy	Trimming Holiday Hopes
12.11.01	California healthfunders@work (online)	California Cares
12.11.01	Contra Costa Times	When you Wish Upon....; Nonprofit Groups Seek Help this Holiday Season
12.11.01	The Fresno Bee	Valley Charities Have Less to Do More
12.13.01	Hollywood Reporter	Stars Look Out for Health Clinic
12.16.01	Ventura County Star	United Way's Final Report Will Offer Community More Realistic Picture
12.16.01	Ventura County Star	United Way's Final Report Will Offer Community More Realistic Picture
12.17.01	Los Angeles Business Journal	California Cares Campaign
12.17.01	Los Angeles Times	Charity Donations Down, Demand Up
12.17.01	latimes.com	Charity Donations Down, Demand Up
12.17.01	Los Angeles Times	Charity Begins at Home
12.20.01	NBC	Nightly News
12.20.01	San Diego Union - Tribune	Health Care: California's Ground Zero
12.20.01	Sierra Sun	Foundation Donates \$50,000 to Local Charities
12.22.01	The Press Democrat	Charities Hope Spirit Will Move Givers; Several Local Nonprofit Groups that Depend on Seasonal Giving are Worried this Year
12.23.01	The Press-Enterprise	Charity Groups Feel Squeeze; INLAND; Donations are Down While Needs are Up, Some Agencies Find.
12.24.01	Associated Press Newswire	Many Nonprofits Still Waiting for Charity to Rebound
12.25.01	KPCC-FM	The California Report
12.25.01	KCRW-FM	NPR-"All Things Considered"
12.25.01	KQED California Report	California Report
12.26.01	Sacramento Bee	California Cares
12.30.01	San Jose Mercury News	Charities Anticipate Layoffs, Cuts as Flow of Donations Slows
12.31.01	ABC	World News Tonight
12.31.01	Monterey County Herald	Grant Aid Health Care Providers
01.12.02	Berkeley Daily Planet	Sept. 11 and a Recession Leave Mixed Results for Nonprofits
01.12.02	Los Angeles Times	Remember the Homeless at Home Too
01.14.02	Los Angeles Business Journal	Safety Net Groups Hurt by Donations Drop
02.07.02	Chronicle Web Site	AFP Survey on Charities Losing Donations Since 9/11

Exposure to the Campaign Among Surveyed Nonprofit Representatives and Individual Donors

A significant proportion of nonprofit organizational representatives and individual donors surveyed for the evaluation—about two-thirds—report that they personally were exposed to either the campaign advertisements or the news coverage.

Exhibit 2
Exposure to the Campaign
Among Surveyed Nonprofit Organizational Agency Representatives and Individual Donors
(n=477)



On average, nonprofit organizational representatives and individual donors report seeing the advertisements and news stories three to four times.

These findings demonstrate that the California Cares media campaign and the resulting news coverage reached a wide spectrum of news outlets in California and nationally. Most importantly, the significant prevalence of exposure to the California Cares campaign among donors to nonprofit organizations suggests an impact on donor contributions as discussed in the next section.



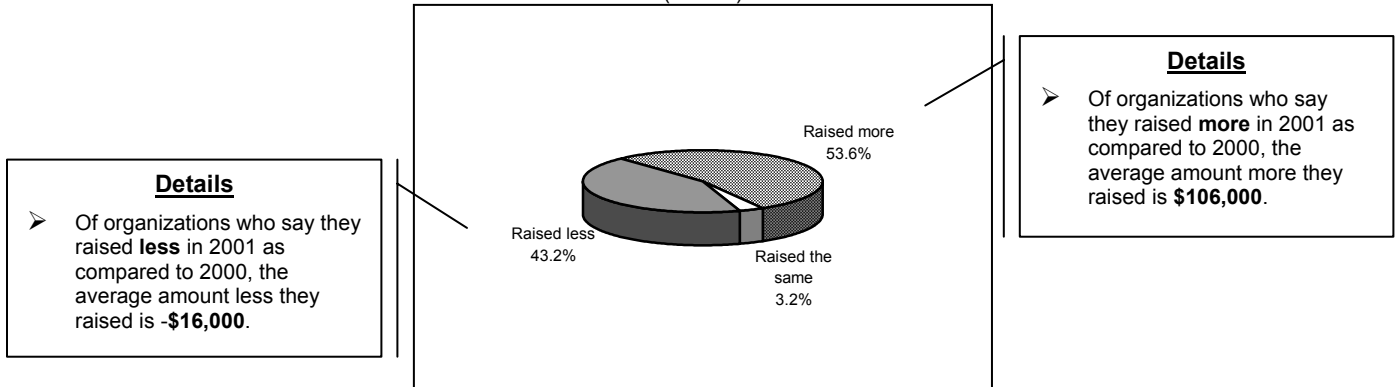
III. Campaign Effectiveness

The following presents evaluation findings for the California Cares “Answer with Generosity” media campaign according to its objectives and hypotheses. Results from two evaluation methods are represented in this section: 1) the follow-up survey representing 222 community-based nonprofits to assess the success of their year-end fundraising efforts and 2) the survey of 261 donors to nonprofits regarding their giving behavior.

Overall Results of Year-End Fundraising Campaigns

Overall, a greater proportion of responding organizations reported raising **relatively more money in 2001** as compared with 2000 results than reported raising relatively less money this year (see Exhibit 3). Nearly fifty-four percent (53.6%) of organizations reported raising more money overall in 2001 than raised in 2000, while 43.2% of organizations reported raising less money overall and 3.2% of organizations reported raising the same amount of money in 2001 as raised in 2000.

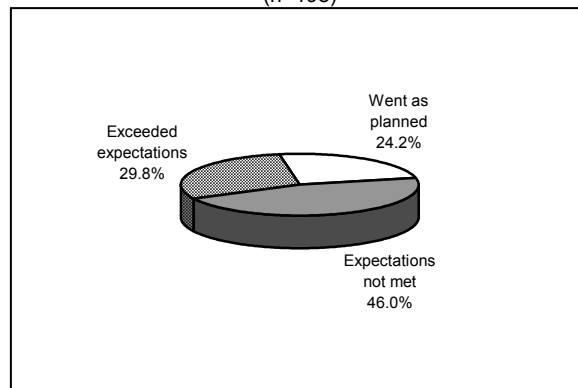
Exhibit 3
Comparison of 2001 Fundraising Results with Results for Year-End 2000
 (n= 168)



Exploration of the actual dollar amount differences between 2001 and 2000 reveals that organizations reporting to have raised more in 2001 as compared to 2000 raised a significant amount more—\$106,000—on average. In contrast, those organizations reporting to have raised less in 2001 as compared to 2000 raised a comparatively small amount less—\$16,000—on average.

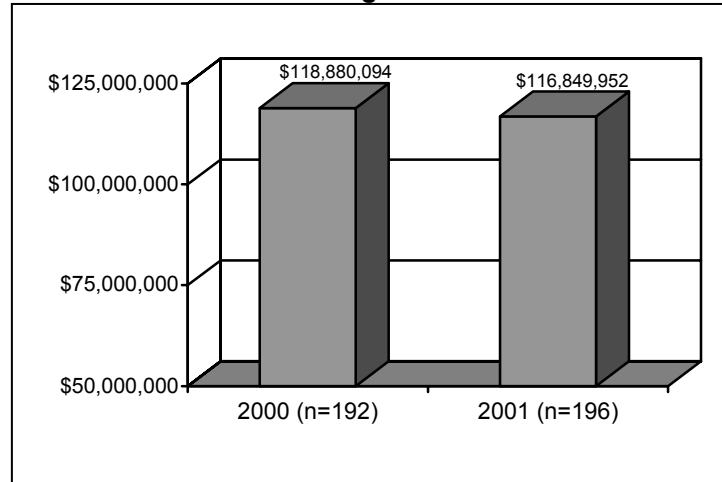
For just half of organizations, year-end fundraising results were either “as planned” (24.2%) or “exceeded expectations” (30.0%). The other near-half (46.0%) of organizations described their 2001 year-end fundraising campaign as not meeting their expectations.

Exhibit 4
Success of Year-End Campaign as Compared to General Expectations
 (n=198)



In the aggregate, when fundraising results for all organizations are summed together, survey results show that participating organizations raised about the same amount of funds in 2001 as in 2000.

Exhibit 5
Aggregate Total Year-End Campaign Results
For All Organizations



Organizations reported raising a total of \$118,880,094 from year-end fundraising efforts in 2000 and \$116,849,952 from year-end fundraising efforts in 2001. **This finding supports the first evaluation hypothesis that the total amount of funds raised through 2001 year-end fundraising efforts by participating California safety-net nonprofit organizations would be approximately equal to the total amount of funds raised in the prior year (2000) through comparable year-end fundraising efforts.**

Results from Individual and Corporate Donors

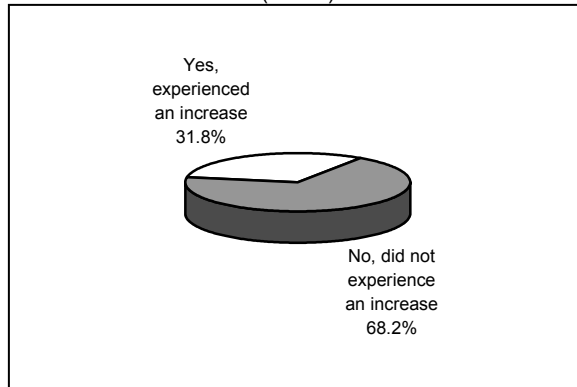
Considering only individual and corporate donors, organizations reported the following results for their 2001 year-end fundraising efforts:

- \$35,280,767 raised from over **10,000 corporate** donors; and
- \$26,962,359 raised from about **200,000 individual** donors.

Additionally, the number of individual and corporate donors to responding nonprofit organizations increased on average in 2001 over 2000; moreover, many of these individual and corporate donors are **new donors** to these nonprofit organizations, generated in 2001.

As Exhibit 6 below shows, 31.8% of organizations reported an increase in the number of corporate donors in 2001 over 2000.

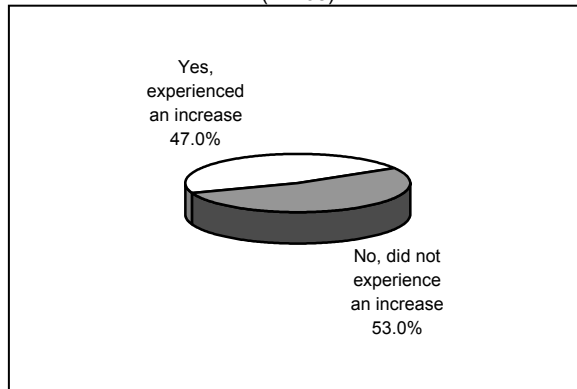
Exhibit 6
Proportion of Organizations Who Report an Increase in Corporate Donors in 2001
(n=148)



On average, these organizations report that the number of **new corporate donors** to their organizations was 52, ranging from 1 to 100.

As Exhibit 7 shows, 47.0% of organizations reported an increase in the number of individual donors in 2001 over 2000.

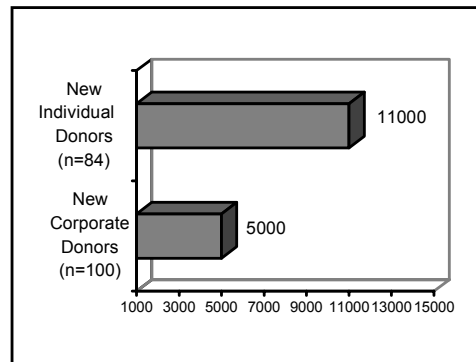
Exhibit 7
Proportion of Organizations Who Report an Increase in Individual Donors in 2001
(n=168)



On average, these organizations report that the number of **new individual donors** to their organizations is about 85, ranging from 1 to 500.

In total, organizations reported receiving donations from over 5,000 new corporate donors and over 11,000 new individual donors in 2001, as depicted in Exhibit 8.

Exhibit 8
Aggregate Total Number of
New Individual and Corporate Donors in 2001
For All Organizations



The generation of new individual and corporate donors to these safety-net organizations may be a strong indicator of the campaign's effectiveness in calling the public to action during this time of increased need for services and decreased availability of funding.

For Safety-Net Organizations, How Far Will Dollars Raised in 2001 Go To Meet Increased Demand For Services?

The initial assessment survey of nonprofit preparedness in the current economy revealed an increase in demand for safety-net services including food bank and meal services, mental health and counseling services, primary health care services, crisis and disaster-related services, and emergency shelter and housing services. Exhibit 9 reveals the average units of service (UOS) that organizations could support with funds raised in 2001 year-end activities. These estimates employ an average per unit cost and assume community-based nonprofits are in a position to dedicate all funds raised to provide direct services.

Exhibit 9
Units of Service (UOS) Supported with 2001 Funds Raised
Per Additional Person Demanding Service
(Based on Results of Nonprofit Preparedness Survey)

Type of Safety-Net Service	Median Number of Persons Served Annually Per Organization	Proportion of Increase	Total Number of Additional Persons Demanding Services Per Organization	Estimated Average Cost Per Unit of Service	Average Dollars Raised in 2001	Units of Service (UOS) that Can Be Supported with Dollars Raised in 2001	UOS Supported with 2001 Funds Raised Per Additional Person Demanding Service
Food bank and meal services	1,250	40%	500	\$26	\$340,000	13,077	26 UOS/person
Mental health and counseling services	600	23%	138	\$176	\$320,000	1,818	13 UOS/person
Primary health care services	2,100	20%	420	\$86	\$695,000	8,081	19 UOS/person
Crisis and disaster-related services	5,600	19%	1,064	\$211	\$474,000	2,246	2 UOS/person
Emergency shelter and housing services	800	19%	152	\$62	\$482,000	7,774	51 UOS/person

Nonprofit organizations need to cover a variety of expenses with fundraising dollars and therefore it is difficult to draw firm conclusions about whether the funds raised during year-end 2001 activities are sufficient to cover the increase in demand in services experienced in the preceding months. **However, the exhibit above does illustrate that based on the average service costs employed and the average dollar amount raised, organizations could serve all additional persons demanding additional safety-net services at least one time, but more commonly multiple times.** Specifically, the findings suggest that safety-net organizations could provide the following:

- 26 units of **food services** (e.g., grocery bags or congregate meals) per additional person demanding this service;
- 13 units of **mental health and counseling services** (e.g., counseling sessions) per additional person demanding these services;
- 19 units of **primary health care** (e.g., clinic visits) per additional person demanding this service;
- 2 units of **crisis and disaster-related services** (e.g., emergency financial assistance) per additional person demanding this service; and
- 51 units of **emergency shelter and housing services** (e.g., nights of shelter or housing) per additional person demanding this service.

Nonprofit Executives' Reflections on the Campaign

When asked if they knew of any stories of donors who saw the advertisements and were motivated to give to their organization or other community organizations, a small group of organizations relayed their experiences.

"Heard from some of our donors that they were impressed with the ads and reminded them of local needs."

"Our local people did an article – there was an increase in in-kind donations especially food, toys, clothing."

"We received a \$300 donation after an article about our service was published in SF Chronicle."

"Four of the individual donors said that (California Cares) was the reason they sent money at the end of the year."

While some organizations did not have stories about donors who gave based on the campaign, they felt that the ads generated discussion and awareness of the needs in their communities.

"Some board members said they had seen the ads and we discussed it at our board meeting."

"Not specifically, although a few told us their gifts were in reaction to 9/11."

"Not specifically, but it is significant that 17% of the individuals and 20% of the corporations who made donations were new donors. Our high average size and number of new donors - in this economy - has been very encouraging."

"No, but it did generate a lot of discussion from peers and acquaintances. I believe it helped raise the awareness of need to the general public."

These comments are critical for the evaluation because they tie the results of the organizations' year-end fundraising efforts back to the California Cares campaign. Nonprofit leaders clearly cannot draw direct cause-and-effect conclusions about the California Cares campaign and the success of their efforts, but they have made important observations that support the conclusion that the California Cares campaign was an integral element of the overall constellation of efforts put into year-end fundraising for 2001.

Individual Donor Giving Behavior

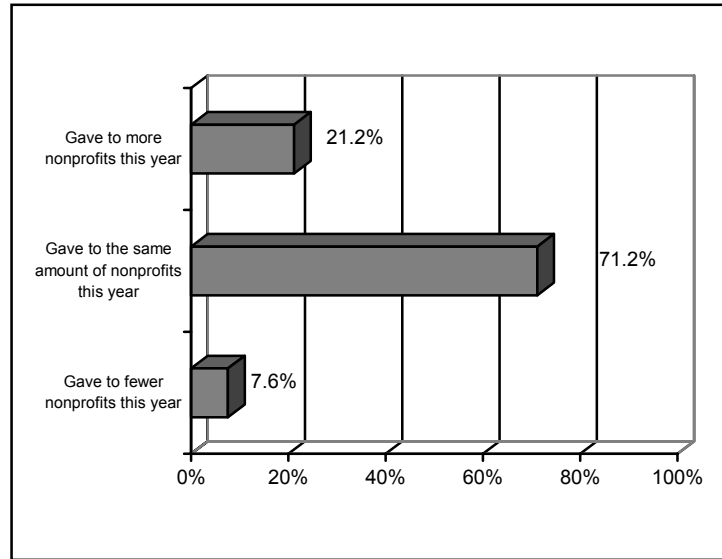
Individual California donors gave to high numbers of local community-based nonprofits at the end of the 2001 calendar year. On average, respondents made donations to about ten community-based nonprofits during that time period. About half of the respondents (47.6%) indicated giving to six or more community-based nonprofits, as shown in Exhibit 10.

Exhibit 10
Number of Nonprofits to Which Donors Gave At Year-End 2001

Range of Nonprofits to Which Respondents Made Donations	Number of Respondents	Proportion of Respondents
1 – 2 organizations	48	19.8%
3 – 5 organizations	79	32.6%
6 – 10 organizations	57	23.6%
11 – 20 organizations	36	14.9%
More than 20 organizations	22	9.1%
Total:	242	100.0%

The majority of respondents indicated that they either gave to more nonprofits this year (21.2%) or gave to about the same number of nonprofits this year (71.2%) as compared to their giving in 2001. Only a small proportion of respondents (7.6%) stated giving to fewer nonprofits this year.

Exhibit 11
Comparative Number of Nonprofits to Which Respondents Made Donations:
2001 Giving as Compared to 2000 Giving
 (n=250)



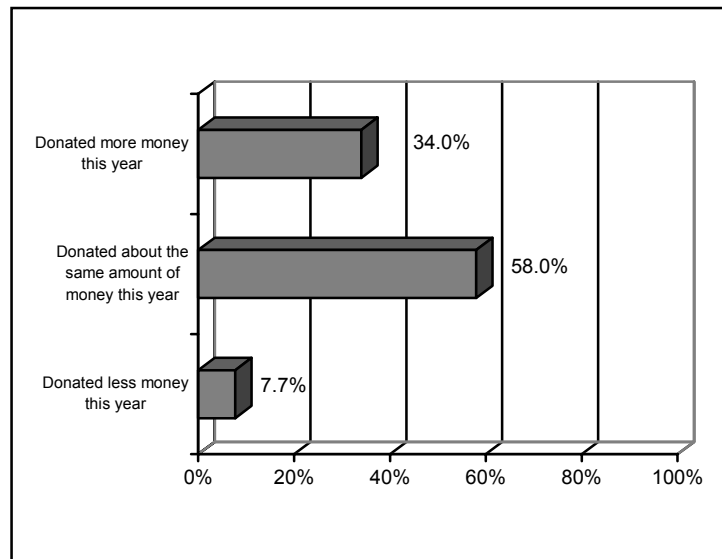
California donors were generous to their local nonprofits in their 2001 year-end giving. Over half of responding donors (55.4%) gave over \$500 to their local charities. Only a very small proportion (11.0%) gave \$100 or less.

Exhibit 12
Total Dollar Amount Donated By Respondents
At Year-End 2001

Size of Donations Respondents Made to Nonprofits	Number of Respondents	Proportion of Respondents
\$0 - \$50	9	3.5%
\$51 - \$100	19	7.5%
\$101 - \$250	34	13.3%
\$251 - \$500	49	19.2%
\$501 - \$1000	37	14.5%
\$1001 - \$5000	61	23.9%
Over \$5000	46	18.0%
Total:	255	99.9%

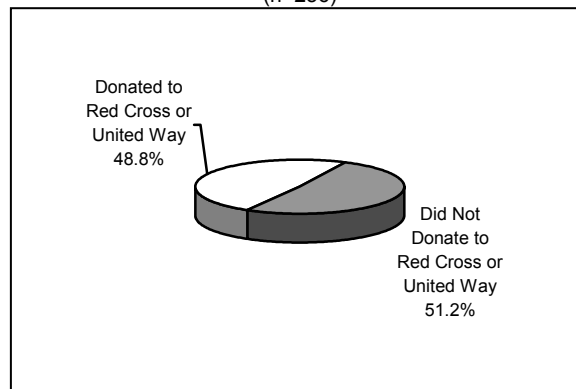
As was the trend with number of nonprofits to which respondents made donations, the majority indicated that they donated more money to nonprofits this year (34.0%) or about the same amount of money to nonprofits this year (58.0%). Only a small proportion of respondents (7.7%) stated that they gave less to nonprofits this year. See Exhibit 13.

Exhibit 13
Comparative Size of Donations Respondents Contributed to Nonprofits:
2001 Giving as Compared to 2000 Giving
 (n=250)



Almost half of respondents (49%) indicated they had made a contribution to a Red Cross or United Way in October to December 2001 in addition to making a donation to a community-based nonprofit. On average, respondents gave \$364 to a Red Cross and \$817 to a United Way.

Exhibit 14
Proportion of Respondents Who Gave to a United Way or Red Cross
In Addition to Community-Based Nonprofit Donations
 (n=256)



The high proportion of respondents who gave both to the Red Cross or United Way as well as to community-based nonprofits indicates that there is a substantial prevalence of donors who gave locally at the end of 2001 even though they had already made crisis-related contributions. Giving to the Red Cross or United Way in the wake of the September 11th tragedy did not exhaust these donors' charitable giving, a phenomenon to which the California Cares campaign may have contributed.

The majority of respondents chose to contribute specifically to safety-net organizations at the end of the 2001 calendar year. When indicating what types of services the organizations they contributed to provide, 60.0% of respondents said "food banks/meals services" and another 55.0% said "emergency shelter/housing services." Other services that the organizations to which respondents contributed provide include environmental protection, performing arts, education, and AIDS-related services.

Exhibit 15
Types of Services to Which Donors Gave in 2001

Types of Services <small>(Respondents checked all applicable.)</small>	Number of Respondents	Proportion of Respondents
Food Banks/Meals Services (n=260)	156	60.0%
Emergency Shelter/Housing Services (n=260)	144	55.4%
Primary Care/Health Services (n=260)	95	36.5%
Childcare/Children Services (n=260)	77	29.6%
Crisis/Disaster Related Services (n=260)	63	24.2%
Health Education Services (n=260)	56	21.5%
Mental Health Services (n=260)	56	21.5%
Domestic Violence Services (n=260)	53	20.4%
Legal Services (n=260)	53	20.4%
Pregnancy/Parenting Services (n=260)	35	13.5%
Job Training Services (n=260)	34	13.1%
Substance Use Services (n=260)	32	12.3%
Other (n=254)	118	46.5%

Donors' Motivations for Giving

Donor decision-making is complex and generally involves a variety of factors. In order to understand the range of factors contributing to donors' giving for year-end 2001, the donor survey asked respondents to indicate their level of agreement to a range of statements reflecting generally known motivations for charitable giving. Following this summary of general donor motivations for giving are results regarding the influence of the California Cares campaign specifically.

By significant margins, respondents rated "make a difference or give back" (98.0%) and supporting "nonprofits that address a specific issue I care deeply about" (97.2%) as the top reasons for donating to local community-based nonprofits.

Exhibit 16
Donors' Agreement With Specific Motivations for Giving

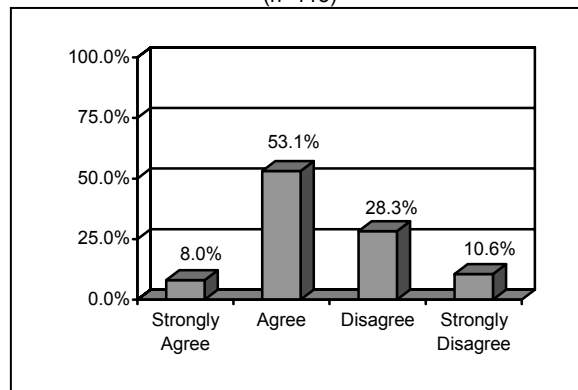
Reasons for Giving	Number of Respondents Who "Agree" or "Strongly Agree"	Proportion of Respondents Who "Agree" or "Strongly Agree"	Number of Respondents Who "Disagree" or "Strongly Disagree"	Proportion of Respondents Who "Disagree" or "Strongly Disagree"
I donate to nonprofit organizations in order to make a difference or give back. (n=255)	250	98.0%	5	2.0%
I give to nonprofits that address a specific issue that I care deeply about. (n=255)	248	97.2%	7	2.8%
I donate to nonprofit organizations because it is traditional in my family to do so. (n=237)	152	64.1%	85	35.9%
I donate to nonprofit organizations when they request my support. (n=231)	145	62.7%	86	37.3%
I donate to nonprofit organizations because it provides me with a tax write-off. (n=242)	138	57.0%	104	43.0%
I prefer to give to nonprofit organizations that serve only my local community. (n=244)	102	41.8%	142	58.2%
I only donate to nonprofit organizations following a disaster or local emergency. (n=245)	17	7.0%	228	93.0%

About two-thirds of donors say they gave because it is part of their family tradition (64.1%) and they gave in response to nonprofits' requests (62.7%). Very few respondents indicated that they only make charitable donations following a disaster or emergency.

Impact of the California Cares Campaign on Individual Donors

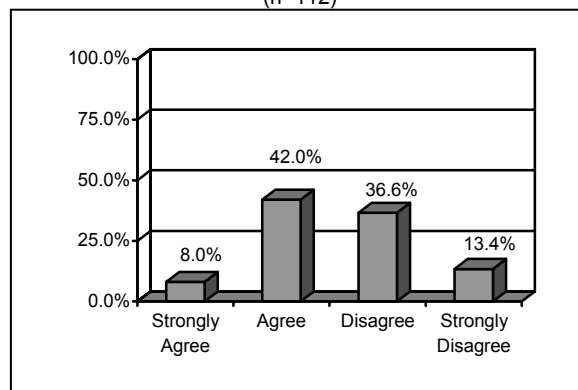
Of the respondents who indicated they either saw a California Cares television, print advertisement, or news story or heard a radio advertisement or news story, 61.1% agreed or strongly agreed that the campaign increased their awareness of California nonprofits' funding losses.

Exhibit 17
Of Those Who Saw the Campaign, Proportion of Respondents Who Indicated That the California Cares Media Campaign "Increased Their Awareness of California Nonprofits' Funding Losses"
 (n=113)



Also, of campaign viewers, 50.0% agreed or strongly agreed that the campaign increased their awareness of the need for nonprofits' services among Californians.

Exhibit 18
Of Those Who Saw the Campaign, Proportion of Respondents Who Indicated That the California Cares Media Campaign "Increased Their Awareness of the Need for Nonprofits' Services Among Californians"
 (n=112)



These findings directly support the second and third evaluation hypotheses. The campaign successfully increased awareness among at least 50% of those who viewed campaign-related materials that nonprofit organizations experienced significant losses in funding in the last quarter of 2001. Similarly, the campaign successfully increased awareness among at least 50% of those who viewed campaign-related materials that demand for safety-net services provided by nonprofit organizations was on the rise in the last quarter of 2001.

IV. Conclusions

This evaluation of the California Cares “Answer with Generosity” media campaign reveals that the campaign successfully achieved its primary objectives and played an important supporting role in the overall constellation of California nonprofits’ 2001 year-end fundraising efforts.

The coalition of California Cares organizations, lead by The California Endowment, responded directly and in a timely manner when, in October of 2001, suspicions arose that the national tragedy of September 11th and the slowing economy together were beginning to have local impacts on California’s community-based providers of safety-net services. At that point, California Cares took its first action by sponsoring a study of California’s nonprofit organizations to assess whether suspected impacts were real. They were: California nonprofits had lost over \$25,000,000 and demand for services was on the rise.

California Cares and TCE next developed their two-tiered response involving direct funding and a media campaign to inform the California public of nonprofits’ need. The effectiveness of the campaign can be seen from numerous perspectives as demonstrated by the results of this evaluation.

The campaign advertisements developed by Fraser Communications virtually saturated the adult target markets. Remarkably, this was accomplished largely through donated airtime, thus reducing the overall costs of the campaign.

The advertisements were one element of the campaign. The press release and conference for the ad campaign not only succeeded in unveiling the campaign advertisements but also succeeded in generating interest in the plight of California nonprofits among local, statewide, and national journalists. As a result, the reach of the California Cares campaign extended far beyond television exposure to include significant news coverage. The extraordinary number of news articles covering the campaign clearly reflects that California Cares tapped into a topic of interest and social relevance to the California and national public.

Nonprofit organizations and individual donors participating in the evaluation effort provide important perspectives on the campaign’s effectiveness.

The campaign was intended to be a companion effort to community-based fundraising efforts, and nonprofit representatives believe that the campaign served this purpose. Nonprofit representatives feared that they would see results at the end of 2001 that were dramatically worse than 2000. What they actually experienced was mixed results, with more organizations than not actually doing as well as they did last year if not better. Moreover, those organizations that raised more in 2001 than in 2000 did so in dramatic fashion: they raised over \$100,000 more on average this year as compared to last year.

In the aggregate, when fundraising results for all organizations are summed together, survey results show that participating organizations raised about the same amount of funds in 2001 (about \$117,000,000) as in 2000 (about \$119,000,000). This finding supports the first evaluation hypothesis that the total amount of funds raised through 2001 year-end fundraising efforts by participating California safety-net nonprofit organizations would be approximately equal to the total amount of funds raised in the prior year (2000) through comparable year-end fundraising efforts.

While nonprofits will certainly use the dollars raised during year-end campaign efforts for a variety of needs, the results suggest that based on average service costs and average dollar amounts raised, organizations could serve all additional persons demanding safety-net services at least one time, but more commonly multiple times.

Organizations also saw an increase in the number of individuals and corporations from whom they received donations. About 11,000 new individuals and 5,000 new corporations gave to the 222 organizations represented in the evaluation analysis.

The evaluation documented the following important details about the giving behaviors of individual donors to these community-based nonprofit organizations:

- About **one-fifth** of individual donors gave to more nonprofit organizations this year as compared to last year;
- About **one-third** of individual donors gave a greater total amount of money to community-based nonprofit organizations this year as compared to last year; and
- About **half** of individual donors also gave to a Red Cross or United Way chapter following the September 11th tragedy.

In terms of the campaign's influence on individual donors' motivations for giving:

- 61.1% of donors who viewed the campaign agreed or strongly agreed that the campaign increased their awareness of California nonprofits' funding losses; and
- 50.0% of donors who viewed the campaign agreed or strongly agreed that the campaign increased their awareness of the need for nonprofits' services among Californians.

The perspective from which appropriate conclusions may be drawn from these evaluation findings is within the context of the campaign purpose and objectives. The evaluation provides evidence that the campaign accomplished each of its three objectives of: 1) enhancing the effectiveness of community-based organizations' fundraising activities as indicated by results of year-end fundraising; 2) increasing awareness among the California public that nonprofit organizations were experiencing significant losses in funding in the last quarter of 2001; and 3) increasing awareness among the California public that demand for safety-net services provided by these nonprofit organizations was rapidly on the rise.

In the wake of a slowing economy and an increased need for services, the California Cares message and accompanying news coverage resonated with the California public. And when California nonprofits asked for help during the 2001 holiday season, individual and corporate donors indeed responded generously.



Appendices

Demographic Characteristics of Donor Survey Respondents

California Cares Donor Survey

California Cares Survey of Nonprofit Year-End Fundraising Results

Demographic Characteristics of Donor Survey Respondents

Characteristic		Number of Respondents	Proportion of Respondents
Gender (n=260)	Male	140	53.8%
	Female	118	45.5%
Race/Ethnicity (n=258)	European American/White	220	85.3%
	Latina/o, Chicano/a, Hispanic	10	3.9%
	African American/Black	8	3.1%
	Asian American/Pacific Islander/South Asian	7	2.7%
	Multi Racial	6	2.3%
	Native American	4	1.6%
	Other Ethnicity	3	1.2%
Age Groups (n=257)	21 – 30	3	1.2%
	31 – 40	32	12.5%
	41 – 50	71	27.6%
	51 – 60	79	30.7%
	Over 60	72	28.0%
Highest Level of Education (n=260)	Masters Degree	78	30.0%
	Bachelors Degree	76	29.2%
	Doctorate	70	26.9%
	Associates Degree	15	5.8%
	GED/High School	16	6.2%
	Other	5	1.9%
Residence (n=254)	Northern California	191	75.2%
	Southern California	63	24.8%



THE CALIFORNIA ENDOWMENT
 UNITED WAY
 NORTHERN CALIFORNIA GRANTMAKERS
 SOUTHERN CALIFORNIA ASSOCIATION FOR PHILANTHROPY
 LEAGUE OF CALIFORNIA COMMUNITY FOUNDATIONS

SURVEY OF DONORS TO COMMUNITY-BASED NONPROFITS

Thank you for taking the time to complete this brief survey. The following questions relate to your giving to California community-based nonprofits during October-December of 2001. **Once completed, please return your survey in the enclosed envelope by March 15, 2002.** If you have any questions about the survey, please contact LaFrance Associates at 415-241-9259. LaFrance Associates will collect, compile and present all information confidentially.

1. To how many California nonprofits did you make a donation in October-December 2001? _____
2. How does this compare to your giving to California nonprofits at the end of last year (October-December 2000)?
 - I did not give at all last year
 - I gave to **more** nonprofits this year than I did last year
 - I gave to **about the same** number of nonprofits this year as I did last year
 - I gave to **fewer** nonprofits this year than I did last year
3. Considering all of your donations to California nonprofits in October-December 2001, approximately how much money did you donate?
 - \$0 - \$50 \$101 - \$250 \$501 - \$1000 Over \$5000
 - \$51 - \$100 \$251 - \$500 \$1001 - \$5000
4. How does this compare to your giving California nonprofits at the end of last year (October-December 2000)?
 - I did not give at all last year
 - I donated **more** money to nonprofits this year than I did last year
 - I donated **about the same** amount of money to nonprofits this year as I did last year
 - I donated **less** money to nonprofits this year than I did last year
5. What kinds of services do the nonprofits you gave to in October-December 2001 provide? *Check all that apply.*
 - Emergency shelter/housing services
 - Primary care/health services
 - Health education
 - Pregnancy/parenting services
 - Mental health/counseling
 - Food bank/meals
 - Other: _____
 - Job training
 - Legal services
 - Substance use services
 - Domestic violence services
 - Crisis/disaster-related service
 - Childcare/children's services
6. Have you seen any of the **California Cares** television advertisements featuring the tagline "**When your local charity asks for help, answer with generosity**". The music included Stevie Wonder's *Higher Ground*, The Who's *My Generation*, The Mamas and The Papas' *California Dreaming*, and John Lennon's *Imagine*.
 - Yes No
 - ↳ **If yes...** approximately how many times did you see the advertisements? _____
7. Did you see any of the newspaper advertisements and/or stories regarding the funding losses California nonprofits have experienced in the recent economy?
 - Yes No
 - ↳ **If yes...** In what newspapers?
 - Los Angeles Times
 - San Francisco Chronicle
 - San Jose Mercury News
 - Other _____

Please continue on next page.

↳ **If yes...** approximately how many articles and/or advertisements did you see? _____

8. Please indicate how much you agree with the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion/ NA
The California Cares media campaign increased my awareness of California nonprofits' funding losses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The California Cares media campaign increased my awareness of the need for nonprofits' services among Californians.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I donate to nonprofit organizations in order to make a difference or give back.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I only donate to nonprofit organizations following a disaster or local emergency.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I donate to nonprofit organizations because it is traditional in my family to do so.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I donate to nonprofit organizations when they request my support.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I donate to nonprofit organizations because it provides me with a tax write-off.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I give to nonprofits that address a specific issue that I care deeply about.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to give to nonprofit organizations that serve only my local community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. In addition to giving to California community-based nonprofits, did you give to a United Way or Red Cross in October-December 2001?

- Yes No
 ↳ If yes... How much did you donate to the Red Cross? \$ _____
 How much did you donate to the United Way? \$ _____

10. What is your age?

- Under 21 41-50
 21-30 51-60
 31-40 Over 60

11. What is your gender?

- Male Female

12. What is your ethnicity?

- African American/Black Asian American/Pacific Islander/South Asian
 European American/White Multi Racial
 Latina/o, Chicano/a, Hispanic Other (please specify): _____
 Native American

13. What is the highest level of education you have completed? Please check one.

- GED/High school Masters degree (M.A./M.S.)
 Associates degree (A.A.) Doctorate (Ph.D./M.D./J.D.)
 Bachelors degree (B.A.) Other (please specify): _____

Thank you for completing our survey!
Please fill out the enclosed drawing entry form and include it with your survey in the enclosed envelop

CALIFORNIA CARES FOLLOW-UP SURVEY

Thank you for taking the time to complete this brief survey. **Please fax your completed survey to 1-888-685-5376 by February 13, 2002.** If you have any questions about the survey, please contact LaFrance Associates at 415-241-9259. LaFrance Associates will collect, compile and present all information confidentially.

1. What is the name of your organization: _____
2. Please provide the following information on your organization's year-end fundraising campaign for years 2000 and 2001. For the purposes of this survey, **year-end fundraising includes donations received in October-December.**

	Year-End 2000	Year-End 2001
Total year-end fundraising campaign goal amount	\$ _____	\$ _____
Total dollars raised from corporate donors	\$ _____	\$ _____
Total number of corporate donors		
Number of new corporate donors in 2001 (if known)		
Total dollars raised from individual donors	\$ _____	\$ _____
Total number of individual donors		
Number of new individual donors in 2001 (if known)		
Total dollars raised	\$ _____	\$ _____
Total dollar amount spent on fundraising campaigns	\$ _____	\$ _____

3. Please describe the scope and type of your organization's campaign activities for year-end 2000.

4. Please describe the scope and type of your organization's campaign activities for year-end 2001.

5. Please describe the results of your 2001 year-end fundraising campaign(s). Did it go as planned? If not, how was it different than what you expected (e.g., raised more or raised less money).

6. Please indicate if you personally were exposed to any aspects of the California Cares media campaign.
Check all that apply.

<input type="checkbox"/> Saw television advertisement <input type="checkbox"/> Saw print advertisement <input type="checkbox"/> Heard radio advertisement	<input type="checkbox"/> Read an article about the media campaign <input type="checkbox"/> Heard a news story (radio or television) about the media campaign
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7. Do you know of any stories of donors who saw the advertisements and were motivated to give to your organization or other community organizations?

Thank you!