



Increase Connectivity of Donors to Volunteering Program

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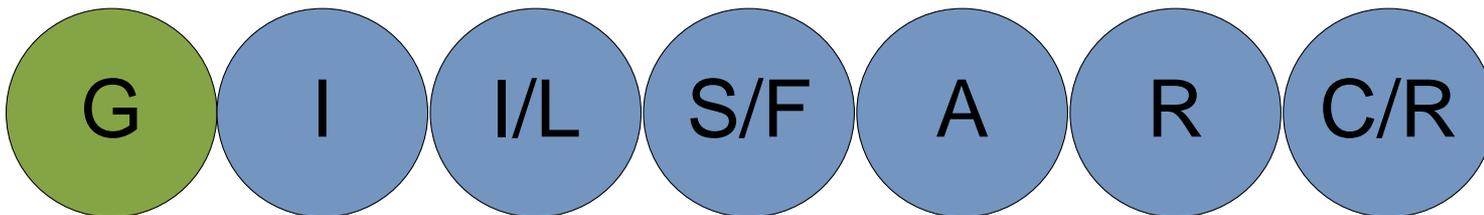
KLA Class of 2019

Agenda

- Goals
- Issues/Needs of Non-Profit Organization
- Importance/ Limitation to Connectivity
- Scope/Focus
- Activities
- Results
- Conclusion/ Recommendations

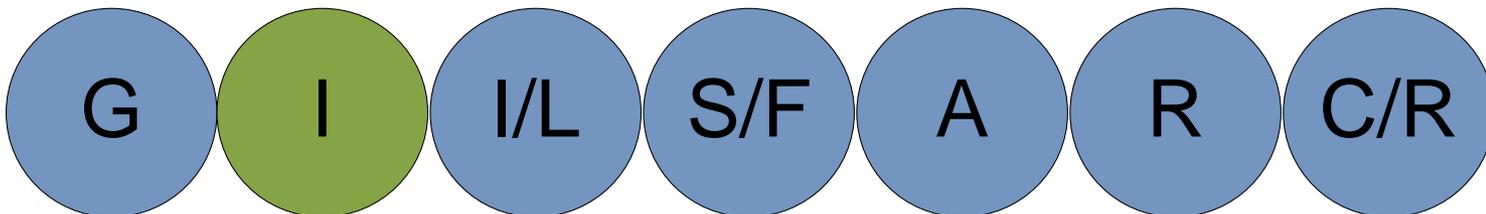
Goals

- Learn Strength of Program
- Identify Opportunity of Connectivity
- Recommendation of Sustainability



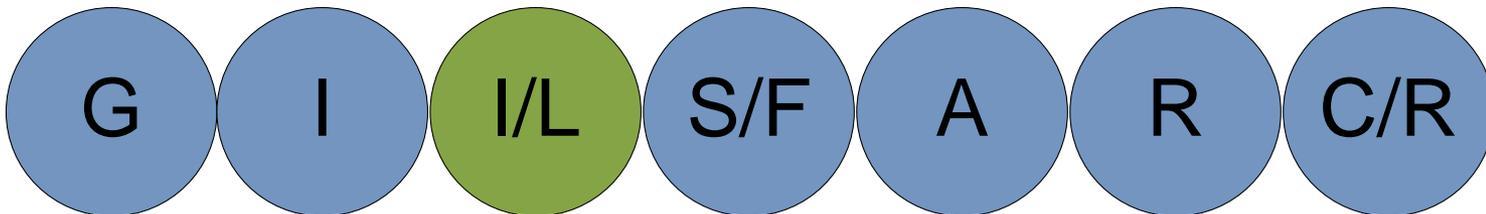
Issues/Needs of Non-Profit Organization

- Recruitment: Committed network of volunteers and donors
 - Inspire to donate their time, skills/talents, and money
 - Connect effectively with donors in order to improve sustainability
 - Leverage generosity of people in our community
- Assure the success of their community services



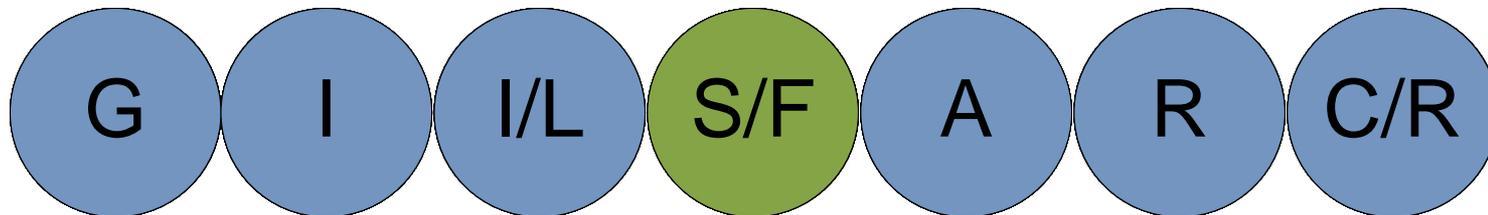
Limitation to Connectivity

- To explore the possible causes through Survey
 - Impact the recruitment and retention of donors and volunteers
 - Lack of awareness of the needs and programs
 - Personal satisfaction level, values and beliefs
 - Physical limitations of donors
 - Connectivity method
 - Communication and Engagement
 - Transparency of services and use of funds



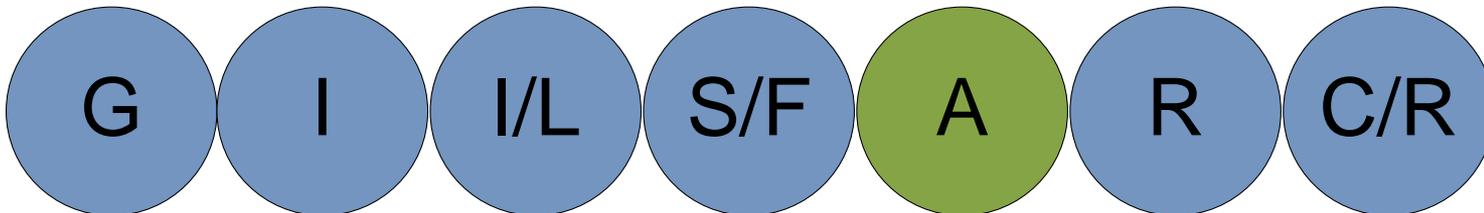
Scope/Focus

- To review the survey template and comment
- To review the survey results and perform analysis
- To identify the strengths and opportunities of the connectivity to Donors
 - Importance
 - Perspective
 - Communication



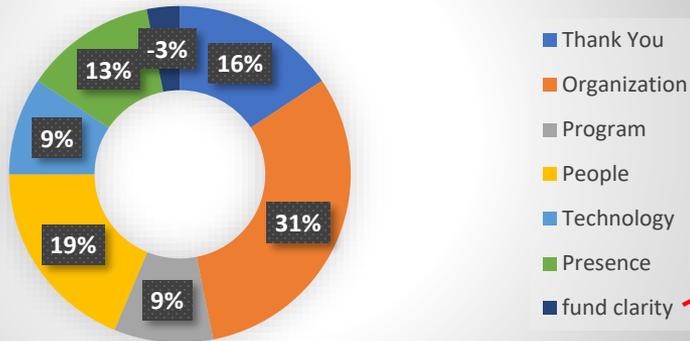
Activities

- Meeting with Cardinal Services: 3/8/19
- Assessment Survey Template: 3/15/19
- Comment on Survey Question: 3/22/19
- Survey Start: 3/25/19
- Survey Completed: 3/29/19
- Analyzed Results: 4/1/19
- Recommendations: 4/5/19

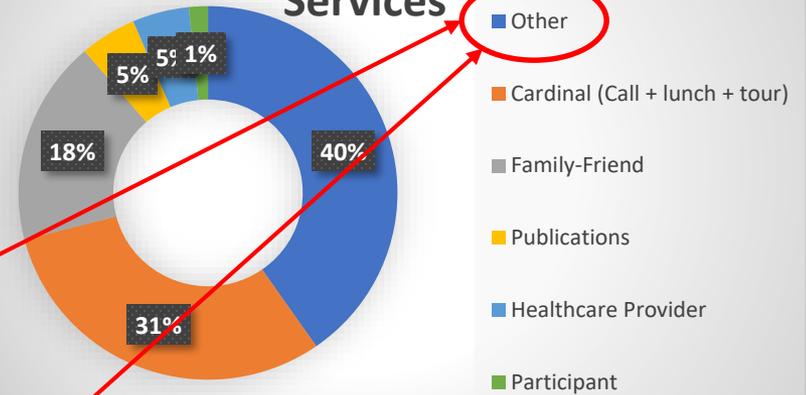


Result- Importance Connectivity

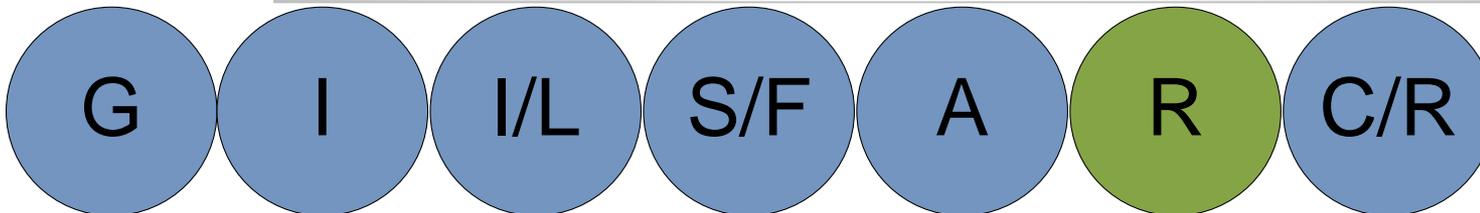
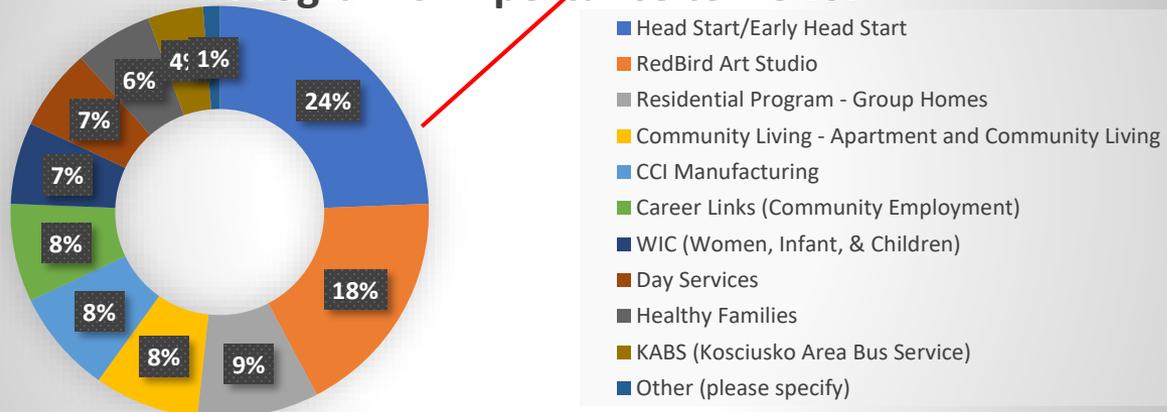
Comments Categories



Donor Connects to Cardinal Services

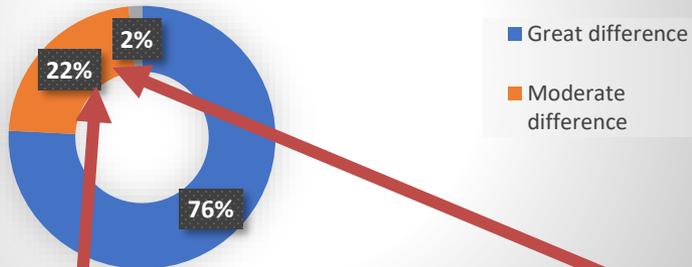


Program's Importance to Donor

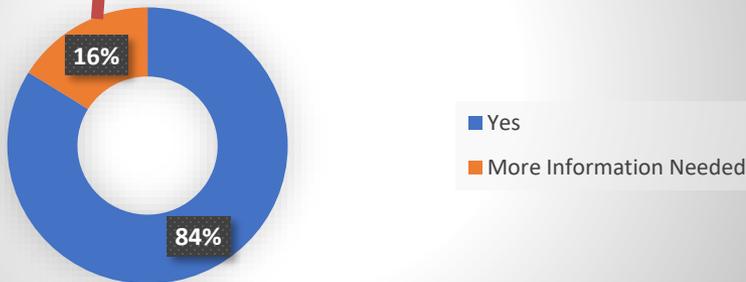


Result- Perspective Connectivity

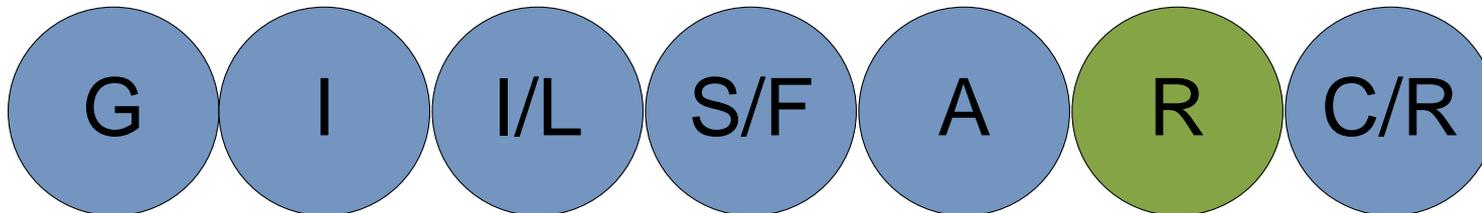
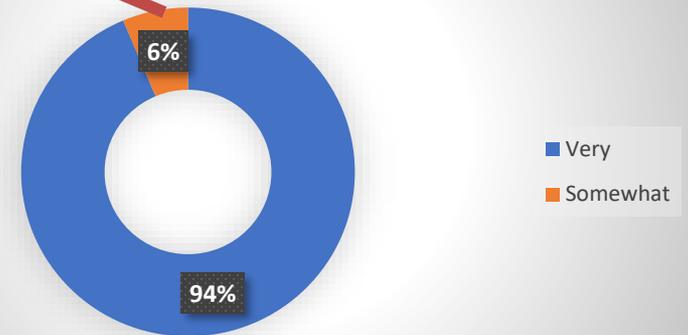
Donor's perspective- Their gifts made a difference



Donor's knowledge of Impact of their Gift

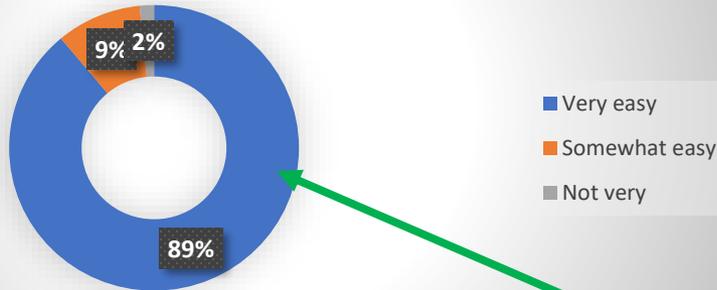


Satisfaction Level of their Gift

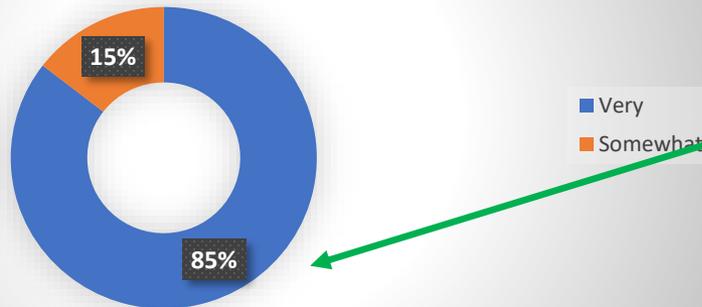


Result: Communication Connectivity

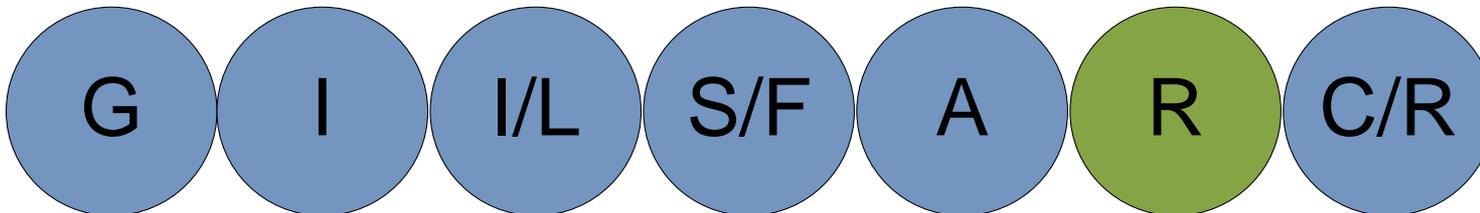
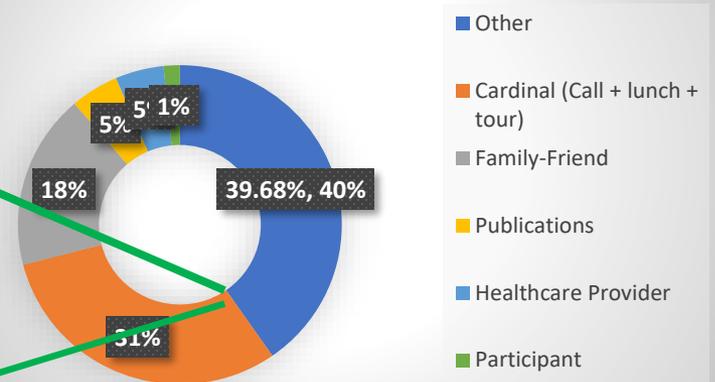
Easiness to Give



Meaningful Communication

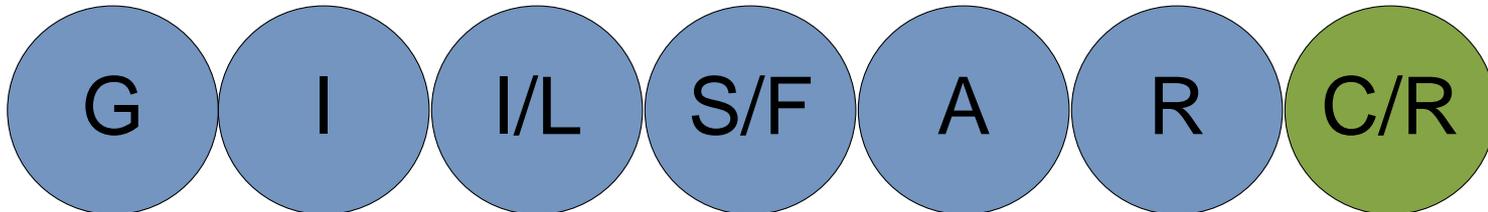


How You Connected to Cardinal Services



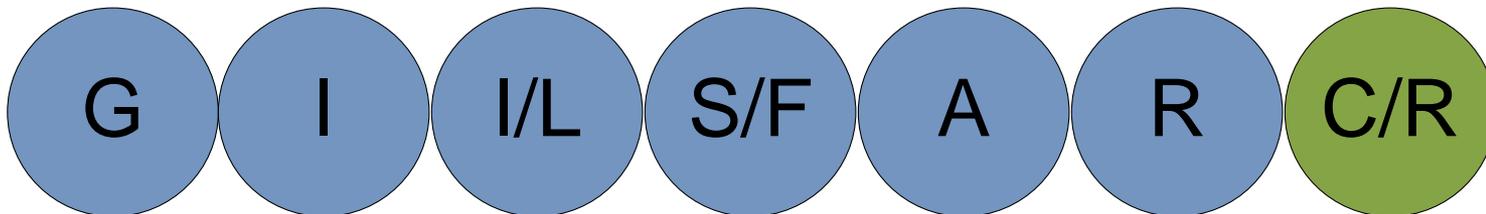
Conclusion/ Recommendations

- Strengths
 - Many programs with good Presence in the Community
 - Organization and staff has the most impact
 - Method of connection
 - Calls, Lunch and Tour to Donor
 - Family and Friend
 - Satisfaction and Perception through Knowledge



Conclusion/ Recommendations

- Opportunity
 - KABS Program awareness of 4%
 - Cost or accessibility issue?
 - Giving Accessibility is at 89%
 - Learn donor's age and preferred method of giving
 - Utilize Participants to Promote (1%)
 - Programs Ambassadors
 - Personal Connection
 - Transparency of programs and giving



How to Utilize KLA Fund

- Contribute to Cardinal Lunch and Tour Program
 - Invitation to Donors
- Unknown limits the Opportunity
 - Automated survey questions to obtain more information when score the rate at low- Drop Down, Pop up etc.
- This method can apply to other Non-Profit program

