



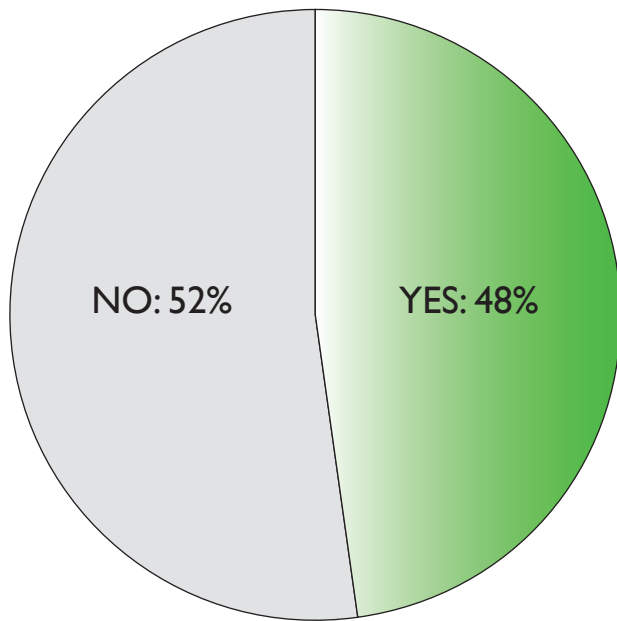
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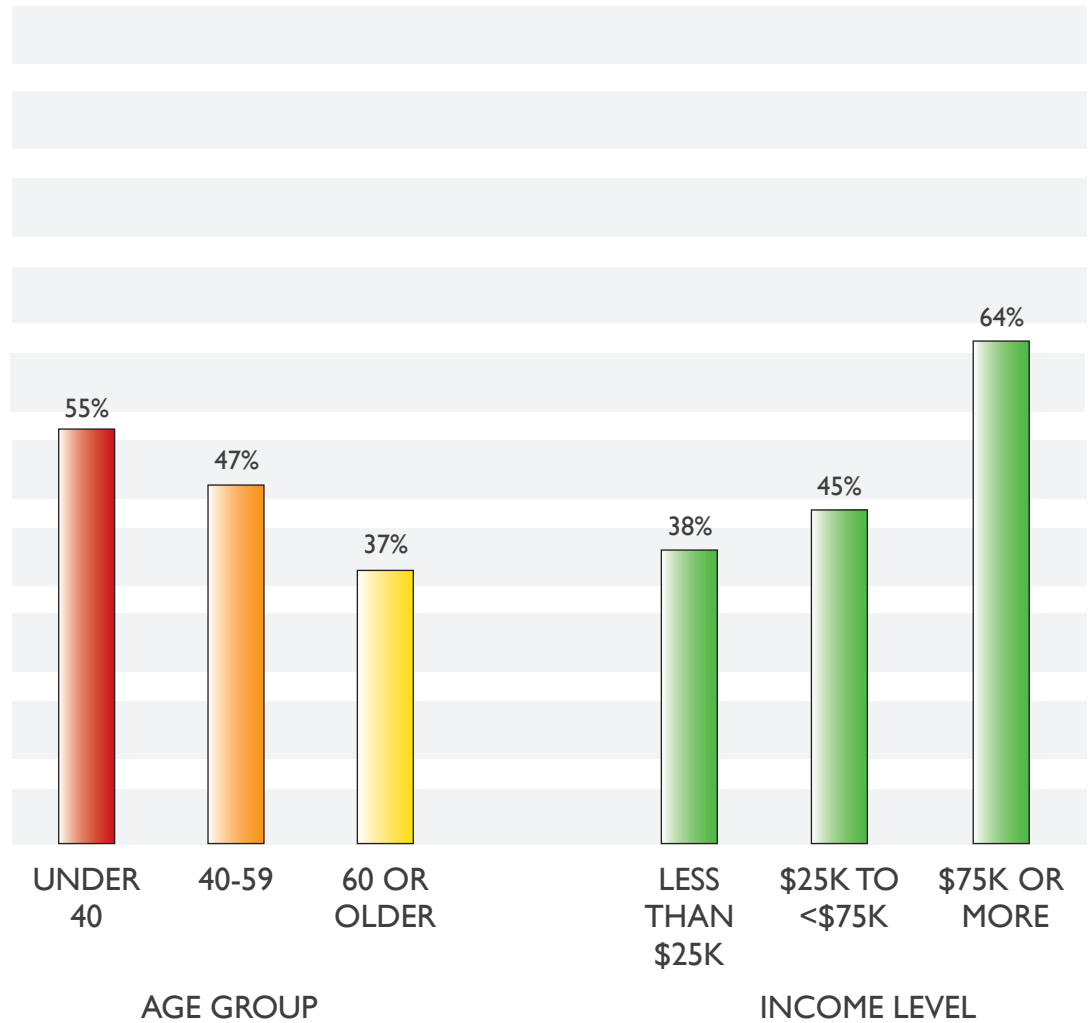
***A National Survey of the Impact of
Offline Communication on
Online Donations***

GIVE A GIFT ON A CHARITY'S WEBSITE

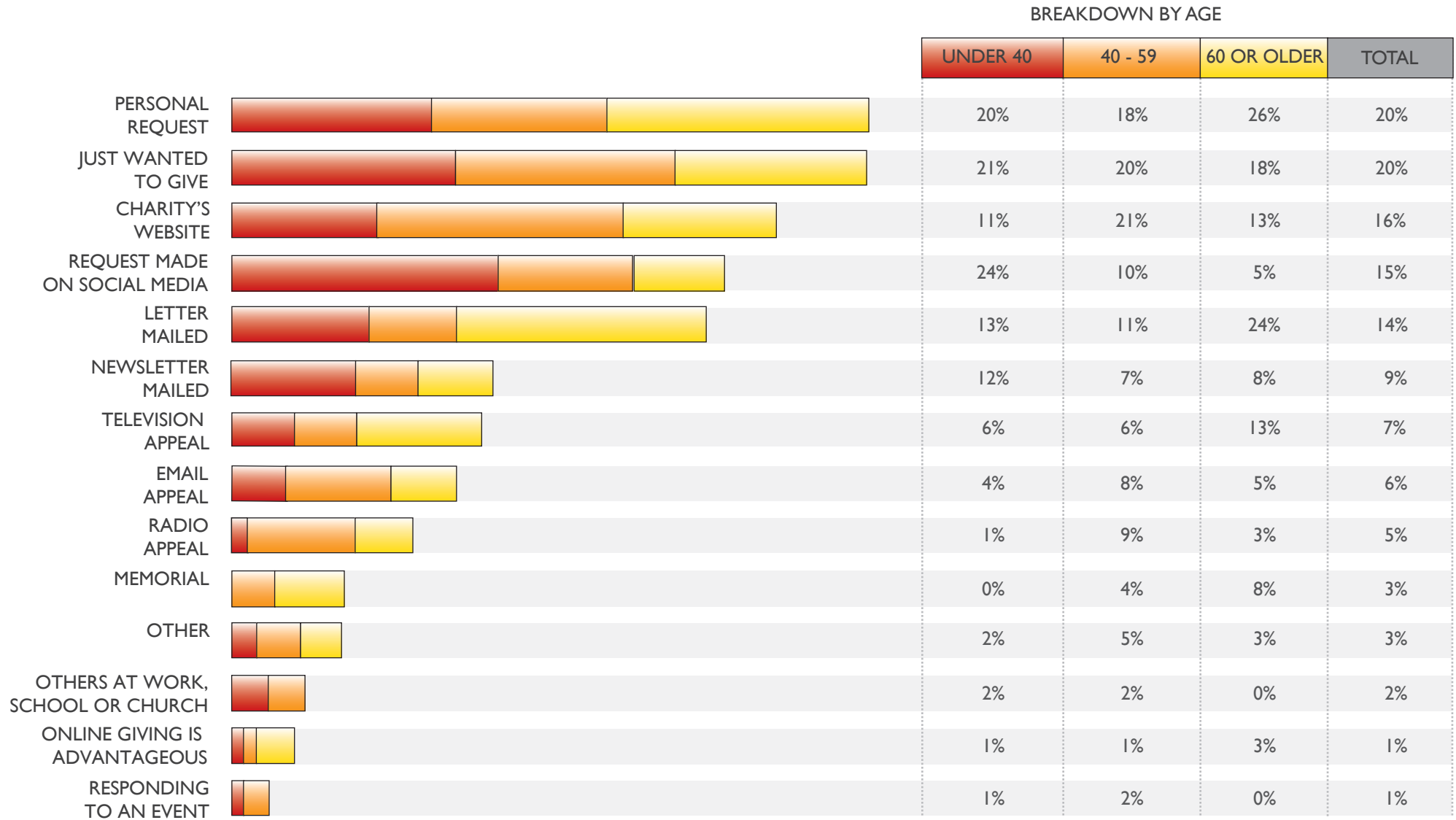
TOTAL PERCENT OF PEOPLE WHO
HAVE GIVEN A GIFT THROUGH
A CHARITY'S WEBSITE



BREAKDOWN BY AGE GROUP AND INCOME LEVEL

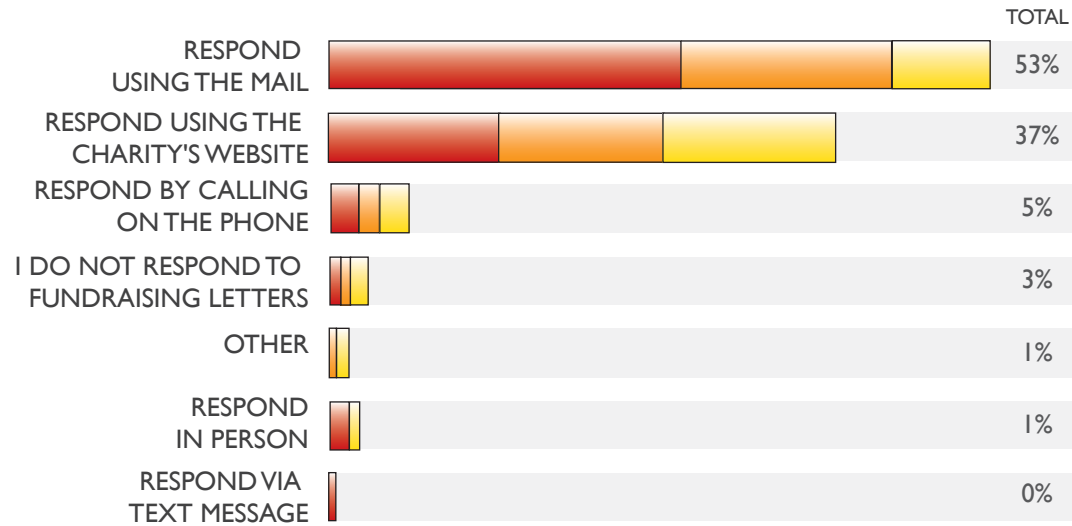


REASONS TO DONATE ONLINE



ONLINE GIVING

WHEN YOU GET A FUNDRAISING LETTER IN THE MAIL AND WANT TO CONTRIBUTE, WHAT IS YOUR PREFERRED METHOD TO DONATE?



	BREAKDOWN BY AGE			BREAKDOWN BY INCOME		
	UNDER 40	40 - 59	60 OR OLDER	<\$25K	>\$25K TO <\$75K	\$75K OR MORE
RESPOND USING THE MAIL	36%	58%	69%	57%	56%	43%
RESPOND USING THE CHARITY'S WEBSITE	53%	34%	18%	32%	37%	46%
RESPOND BY CALLING ON THE PHONE	7%	3%	6%	6%	5%	4%
I DO NOT RESPOND TO FUNDRAISING LETTERS	2%	4%	3%	4%	1%	6%
OTHER	0%	1%	3%	1%	1%	1%
RESPOND IN PERSON	2%	0%	1%	0%	1%	1%
RESPOND VIA TEXT MESSAGE	1%	0%	0%	0%	1%	0%



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For more information about this survey, please contact:

Rick Dunham, President+CEO
469.454.0100