

2009 WCEF Survey Results

**687 respondents:
583 donor respondents; 104 Non-donor respondents**

The following themes emerged from our online survey:

The Respondents

- 85% of the respondents were parents; teachers made up half of the non parent respondents
- Of the parent respondents, 47% were from K-5 schools; 26% from WCI; 27% from Las Lomas

How People like to receive WCEF information

- 66% prefer email; 21% prefer the website

Funding Priorities

- K-5 funding priorities: Science, art, PE
- WCI priorities: Counselor, campus supervisor, homework improvement, art/music supplies
- Las Lomas: Career Center, Guidance counselor, teacher grants

Donor Responses

- 56% gave at the \$500 or above level; 44% gave less than \$500
- 95% stated they were familiar with the funded programs
- 61% said that LLHS benefits were not important in their decision to donate at \$500 or above
- 58% believed K-8 benefits were not important in their decision to donate at \$500 or above
- 53% liked the idea of a monthly payment plan or two month payment option

Non-Donor Responses

- 70% would like to donate but do not have the resources to do so
- 55% indicated that a monthly payment plan would not enable them to donate
- 83% were familiar with WCEF funded programs
- 43% indicated they volunteer time in lieu of donating money to WCEF
- 57% stated that benefits do not make a difference in their decision to donate

Donation Time and Amounts

- 49% prefer to donate at Welcome Back/TRI-S; 32% prefer to donate during the spring campaign
- 74% believe a suggestion donation amount is important
- 70% stated that the suggested donation amount does not deter them from donating at any level
- 94% believe that any donation they make is valued
- 79% do not like receiving a phone call to remind them to donate
- 51% do not like seeing names posted at schools; 49% like seeing the names (or don't care)

Awareness of Fundraising Events/Knowing the School Site Rep

- 93% are aware of the various events; 22% participated in at least one event; 44% may participate next year
- 59% do not know who the WCEF site rep is at their local school