McNeese State University
Excellence With a Personal Touch

To: Coordinator Planned Giving,
McNeese Foundation
From: Office of Institutional Research,
Box 92215 MSU, ext. 5509

# McNeese Foundation Survey

These are the results from the McNeese Foundation survey, conducted July 2009. The response rate was 22 percent.

The survey was sent to a random list of 341 households gathered from donors listed in the Raiser's Edge database. The query included donors contributing since July 1, 2006 who gave $25 or more and were mainly individuals (as opposed to business/corporations).

The global indicators are listed first, followed by the individual average values. Comments handwritten by respondents in the "comments" section were typed by the Office of Institutional Research for purposes of anonymity.

# Coordinator Planned Giving

Donor Satisfaction Survey ()

## Overall indicators

Global Index

av.=4.15
dev.=0.84

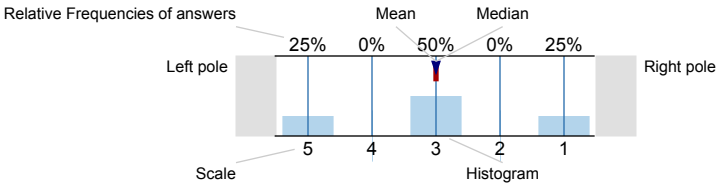
**Questions** (α = 0.77)

av.=4.15
dev.=0.84

## Survey Results

Legend

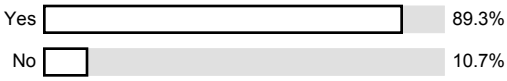
Question text




n=Amount
av.=Mean
md=Median
dev.=Std. Dev.
ab.=Abstention

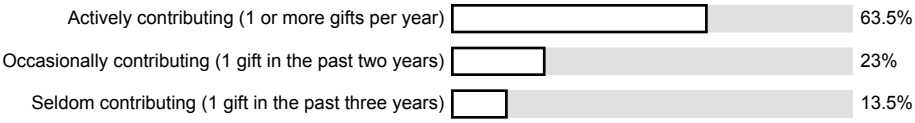
## Questions

1. I am aware that the McNeese Foundation operates as a 501(c)(3), not-for-profit organization with its own board of directors and by-laws and is a totally separate entity from University operations.



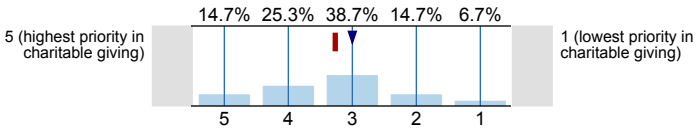

n=75

2. I would classify my support to the McNeese Foundation as _____.



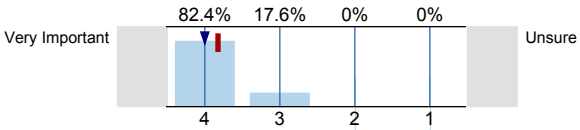

n=74

3. Where does the McNeese Foundation rank in your list of giving priorities?



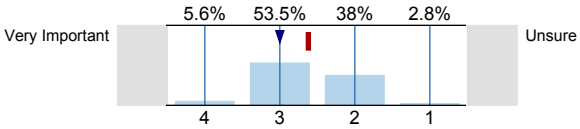

n=75
av.=3.27
md=3
dev.=1.09

Academics



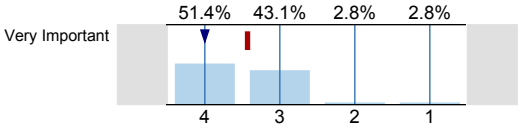

n=74
av.=3.82
md=4
dev.=0.38

Athletics



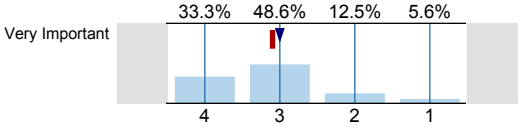

n=71
av.=2.62
md=3
dev.=0.64

Faculty Development



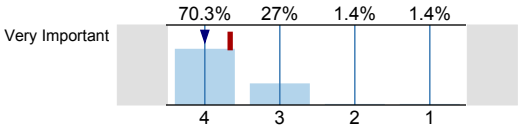

n=72
av.=3.43
md=4
dev.=0.69

Professorships / Chairs



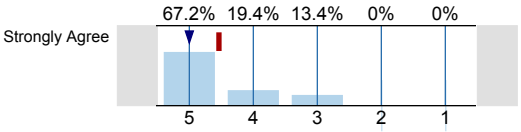

n=72
av.=3.1
md=3
dev.=0.82

Scholarships



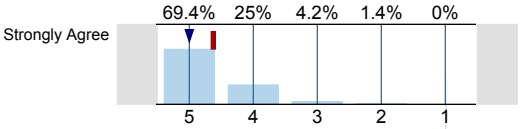

n=74
av.=3.66
md=4
dev.=0.58

5. The McNeese Foundation staff demonstrates professionalism in verbal communication, including telephone contact and/or face-to-face visits.



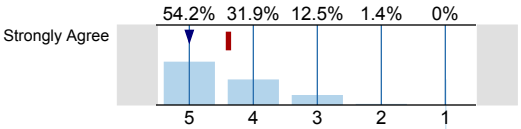

n=67
av.=4.54
md=5
dev.=0.72
ab.=6

6. The McNeese Foundation staff demonstrates professionalism in written communication, including correspondence, print materials, and/or e-mails.



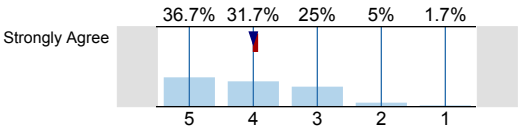

n=72
av.=4.63
md=5
dev.=0.64
ab.=2

7. The McNeese Foundation staff demonstrates attention to detail.




n=72
av.=4.39
md=5
dev.=0.76
ab.=2

8. The McNeese Foundation publication, PILLARS, encourages me to continue my support.

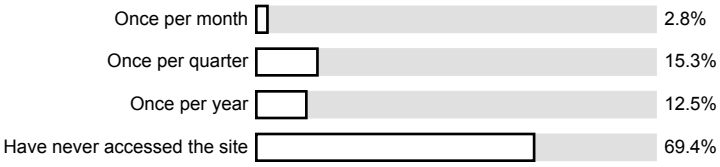



n=60
av.=3.97
md=4
dev.=0.99
ab.=14

9. I prefer to communicate with the McNeese Foundation through (check all that apply):

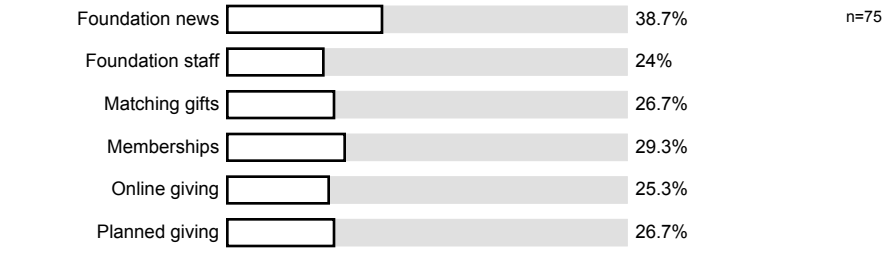
n=75

10. I access the McNeese Foundation website at www.mcneesefoundation.org:

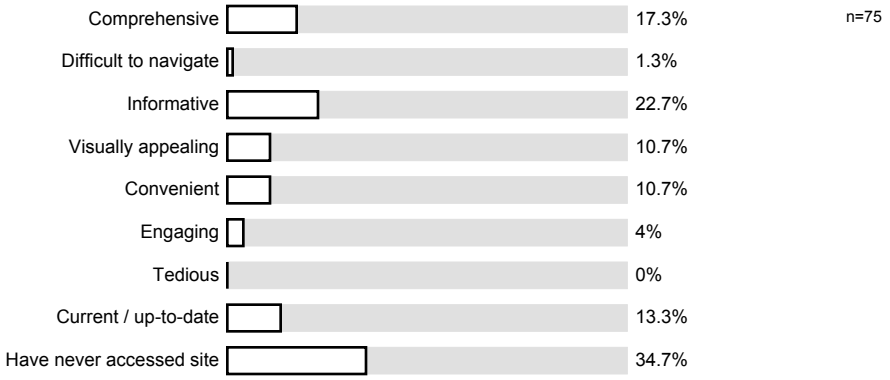



n=72

11. I am aware that the following item(s) may be found on the McNeese Foundation website (check all that apply):

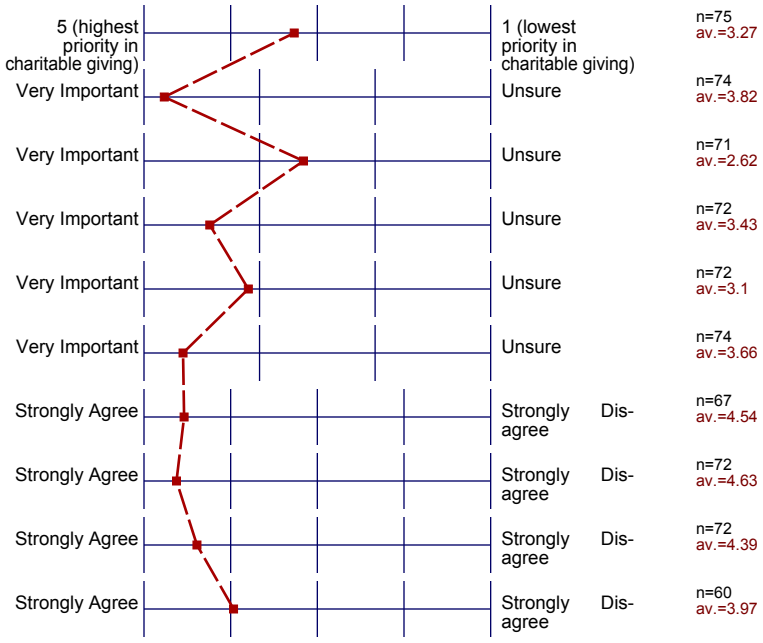



12. I find the McNeese Foundation website [www.mcneesefoundation.org] is (check all that apply):



# Profile

Subunit: McNeese Foundation
Name of the instructor: Coordinator Planned Giving
Name of the course: (Name of the survey) Donor Satisfaction Survey



# Comments Report

## Questions

If you answered "Other" in the previous question, please list in the box below:

▪ Doesn't matter which.

▪ Gift handled through oil company

Please let us know how we can better serve you:

▪ Hi Marianne, Looks like I need to check out your web site! I think you and Jennifer do a great job. There is a feeling of genuine concern for Ben and me that you both demonstrate whenever we see each other or have a phone visit. You are professional & creative with the foundation program. I wish Ben were interested in participating in the Outriders. Maybe some day. See you soon, Annette. I'll take a rain check on the gift offer. Thanks, though.

▪ I answered item 8 "Strongly Disagree" because I don't remember ever receiving the publication Pillars" from you.

▪ I have never received a copy of "Pillars." My computer is down as soon as it is fixed I will try accessing the foundation web site. I make a yearly contribution.

▪ I intend to periodically send donations to the McNeese Foundation. Thanks. Bill Terry

▪ Mailing the parking hang tag earlier in the year clarifying the hang tag policy would be helpful.

▪ No computer & don't want one

▪ No specific suggestions at this time.

▪ Perhaps a repeat explanation of the relationship of a memorial scholarship (such as the Bryan Scholarship for graduating students of Lacassine High School) with the McNeese Foundation. Any changes in Foundation rules, policies regarding memorial scholarships established for a specific purpose?

▪ Please fold the mail letters & sheets so they fit the envelope. I'm really lazy.

▪ Thanks for the financial support with travel in the past when departmental funds were not enough.

▪ The McNeese Foundation is so very fortunate to have Ms. Marianne White as Planned Giving Coordinator. Ms. White is knowledgeable, effective, and a people person. We are proud to be involved! Emphasize to others that donations to the McNeese Foundation is an excellent way to memorialize the loss of loved ones. Thank you!

▪ The reason we contribute to the Foundation is to support the Library through Friends of the Library.

▪ Would like it to be easier to email to Foundation staff members from the website.

▪ email: nanabcp@yahoo.com