



Archdiocese
of Vancouver

PROJECT **ADVANCE** 2015

Project Advance Donor Feedback



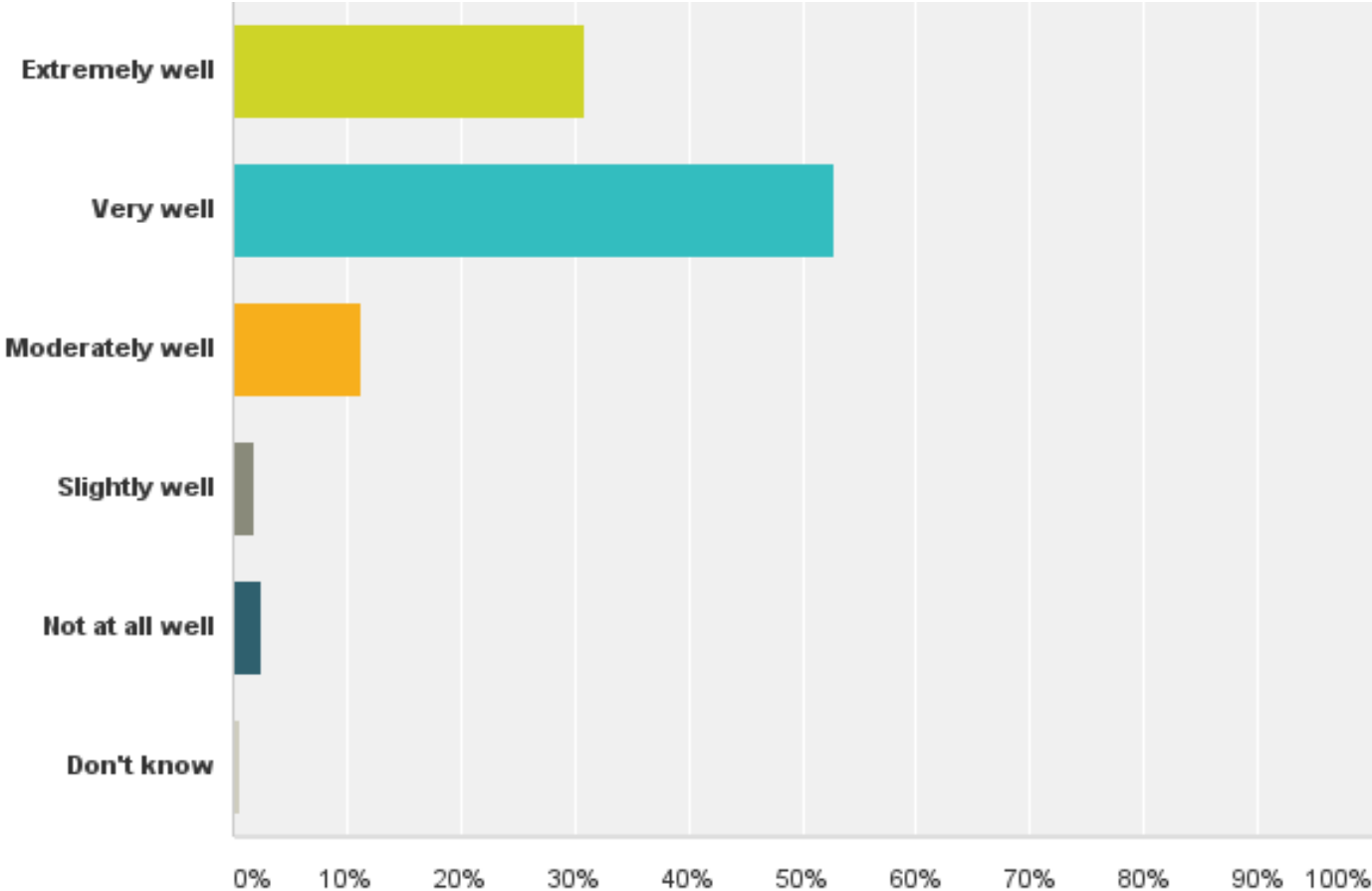
Overview

Survey Period – June 26 to July 15, 2015

- Survey sent to 1190 randomly selected donors via e-mail
- Three segments selected which made up the 1190 donors:
 - Gave for the last 10 years consecutively
 - Gave last year but not the previous year
 - Gave \$5000
- 796 opened the e-mail for a 72% open rate
- Out of the 796, 321 clicked on and completed the survey- 40% click/response rate.

Q1: How well does your parish promote Project Advance?

Answered: 320 Skipped: 1



Q1: How well does your parish promote Project Advance?

Answered: 320 Skipped: 1

Answer Choices	Responses	
Extremely well	30.94%	99
Very well	52.81%	169
Moderately well	11.25%	36
Slightly well	1.88%	6
Not at all well	2.50%	8
Don't know	0.63%	2
Total		320

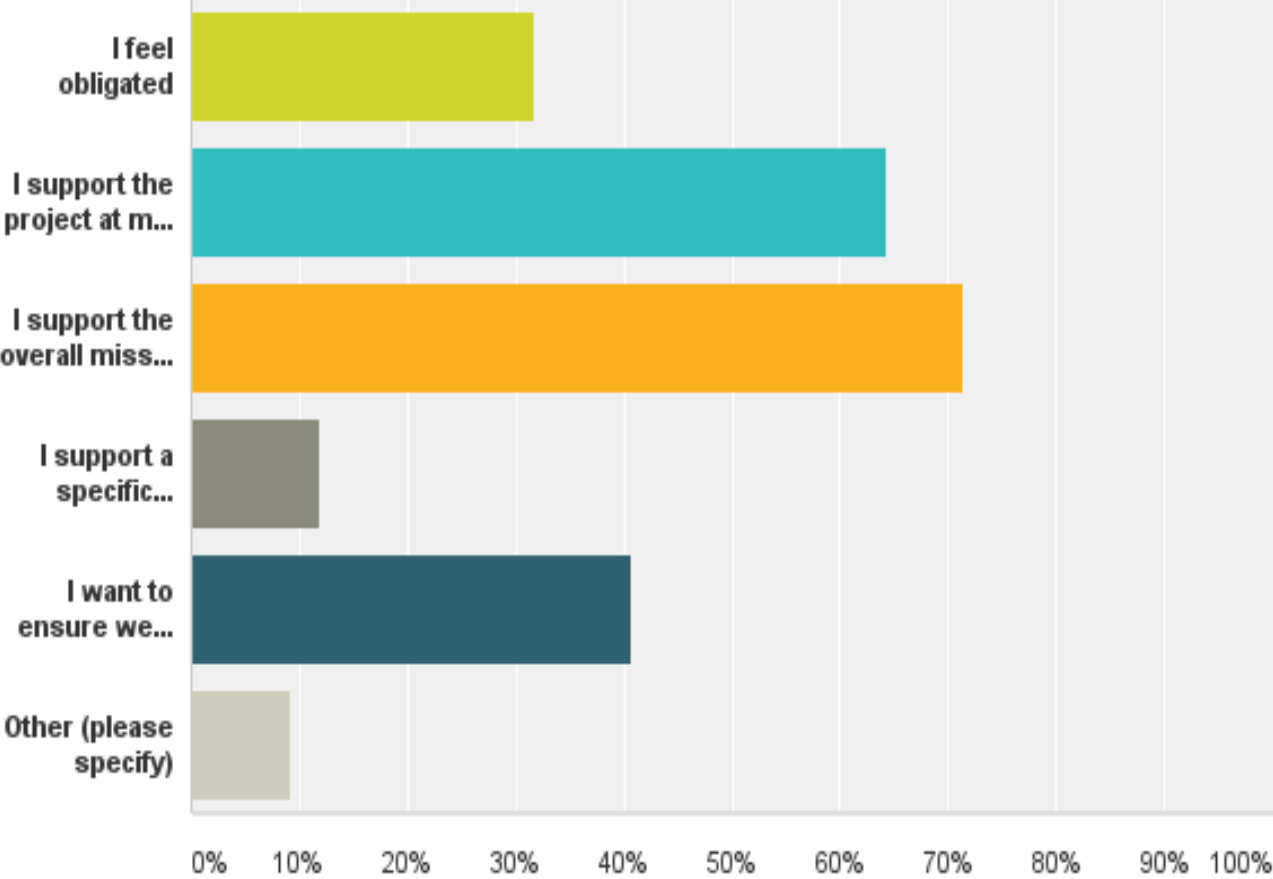
84%
extremely
well/very
well



Archdiocese of Vancouver
PROJECT ADVANCE

Q2: I support Project Advance because [check all that apply]

Answered: 319 Skipped: 2



Q2: I support Project Advance because [check all that apply]

Answered: 319 Skipped: 2

Answer Choices	Responses	
I feel obligated	31.66%	101
I support the project at my parish	64.26%	205
I support the overall mission of the Church	71.47%	228
I support a specific program and or ministry of the Archdiocese	11.91%	38
I want to ensure we provide a legacy for future generations	40.75%	130
Other (please specify)	9.09%	29
Total Respondents: 319		

Top 5 reasons

1. Support overall mission of the Church
2. Support parish project
3. Provide legacy for future generations
4. Feel obligated
5. Support specific program and or ministry of the Archdiocese



Archdiocese of Vancouver
PROJECT ADVANCE

I support Project Advance because- Other

29 respondents selected to specify “other” which is 9% of the total respondents

67% [19 out of the 29] of the answers were along the themes of:

- Feeling of gratitude
- Giving to God
- Grateful for my faith
- The right thing to do
- Thank God for his blessings and generosity
- Stewardship
- Support my parish
- Give back what we can

10% [3 out of the 29] of the responses were negative

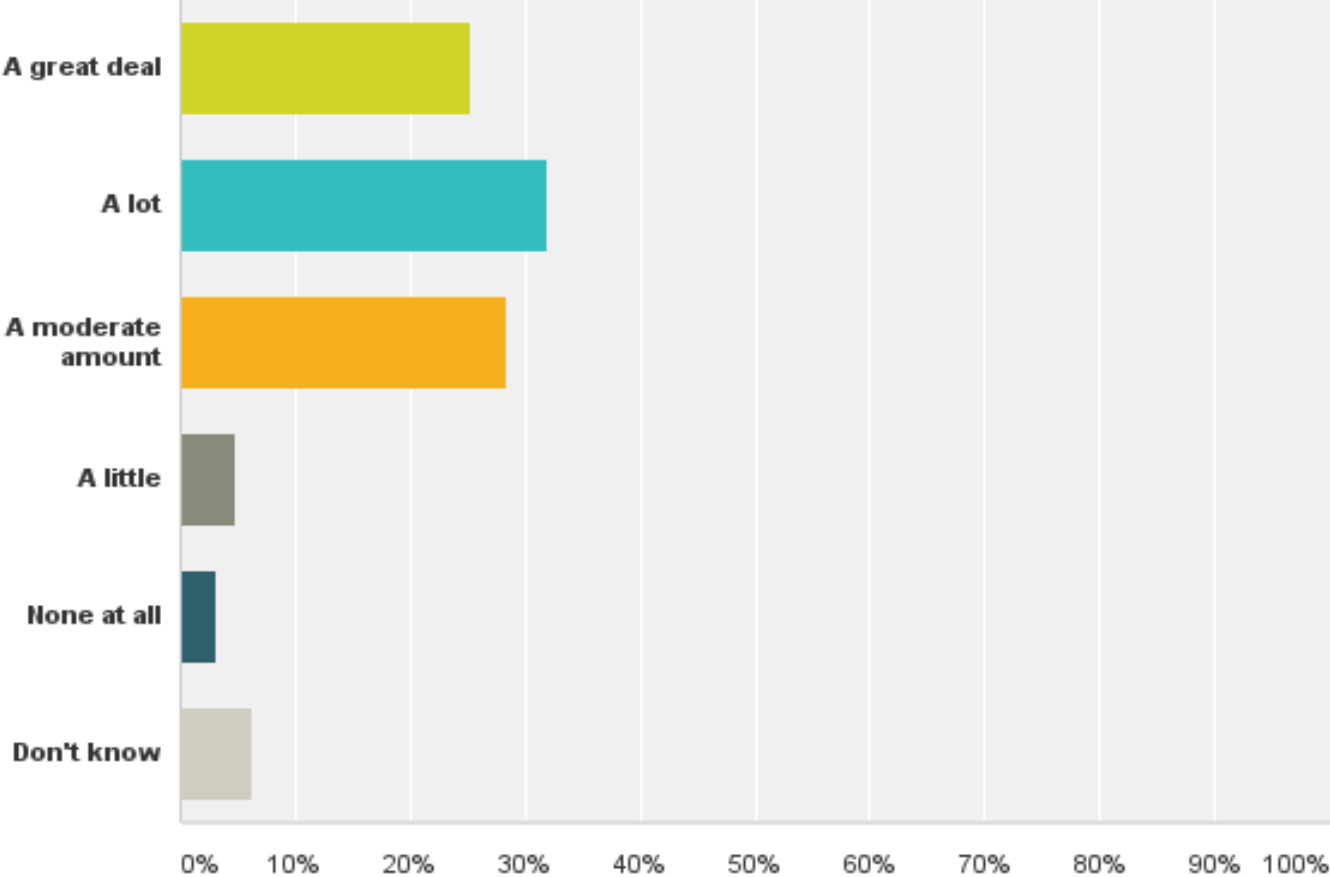
- Don't want to give to Project Advance
- I don't anymore- I give only to my parish
- Cancel project advance and give us the chance to pay down our debts



Archdiocese of Vancouver
PROJECT ADVANCE

Q3: How much of an impact do you feel that Project Advance has on your parish?

Answered: 316 Skipped: 5



Q3: How much of an impact do you feel that Project Advance has on your parish?

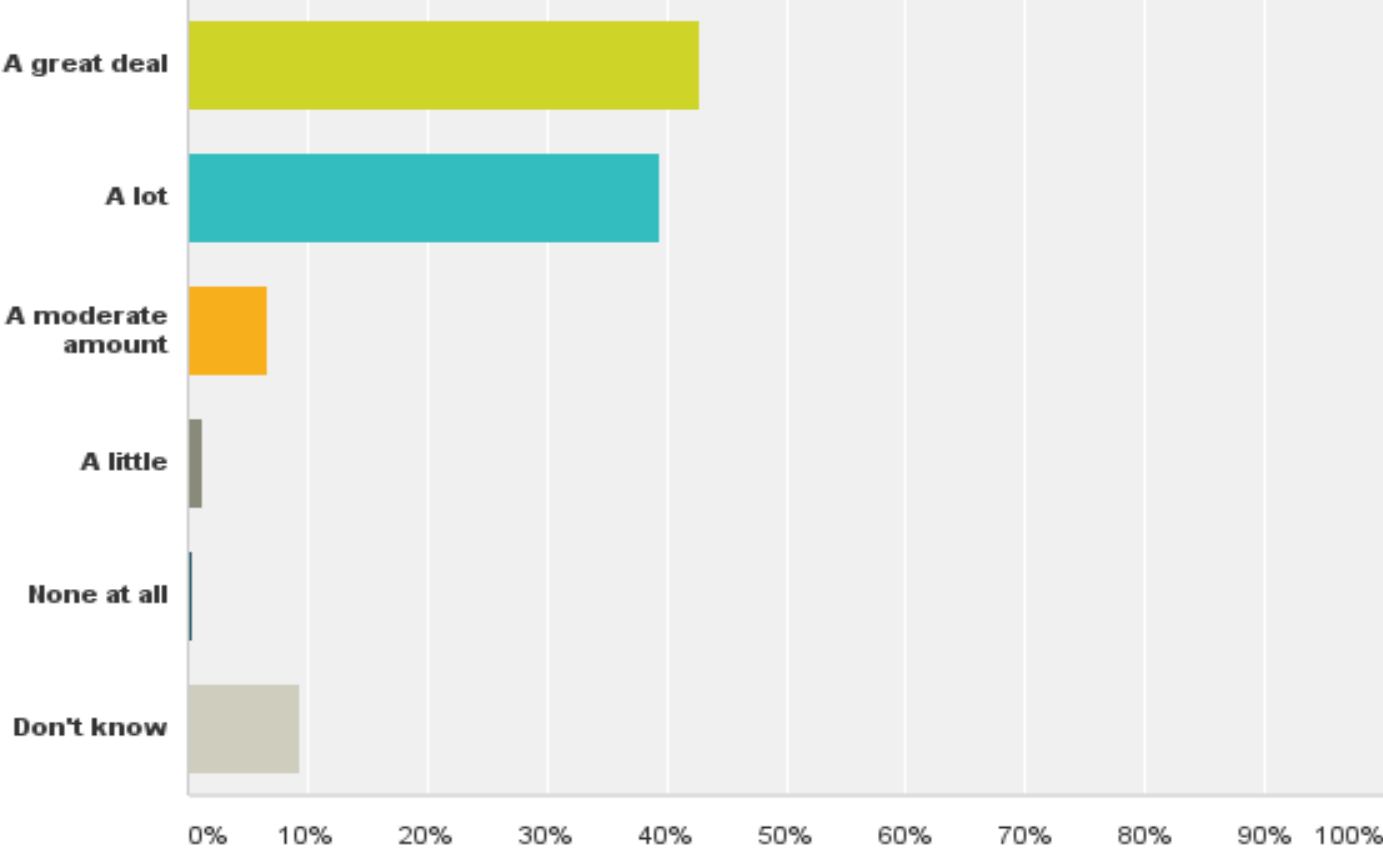
Answered: 316 Skipped: 5

Answer Choices	Responses	
A great deal	25.32%	80
A lot	31.96%	101
A moderate amount	28.48%	90
A little	4.75%	15
None at all	3.16%	10
Don't know	6.33%	20
Total		316

57% A great deal/ a lot

Q4: How much of an impact do you feel Project Advance has on the Archdiocese of Vancouver?

Answered: 316 Skipped: 5



Q4: How much of an impact do you feel Project Advance has on the Archdiocese of Vancouver?

Answered: 316 Skipped: 5

Answer Choices	Responses	
A great deal	42.72%	135
A lot	39.56%	125
A moderate amount	6.65%	21
A little	1.27%	4
None at all	0.32%	1
Don't know	9.49%	30
Total		316

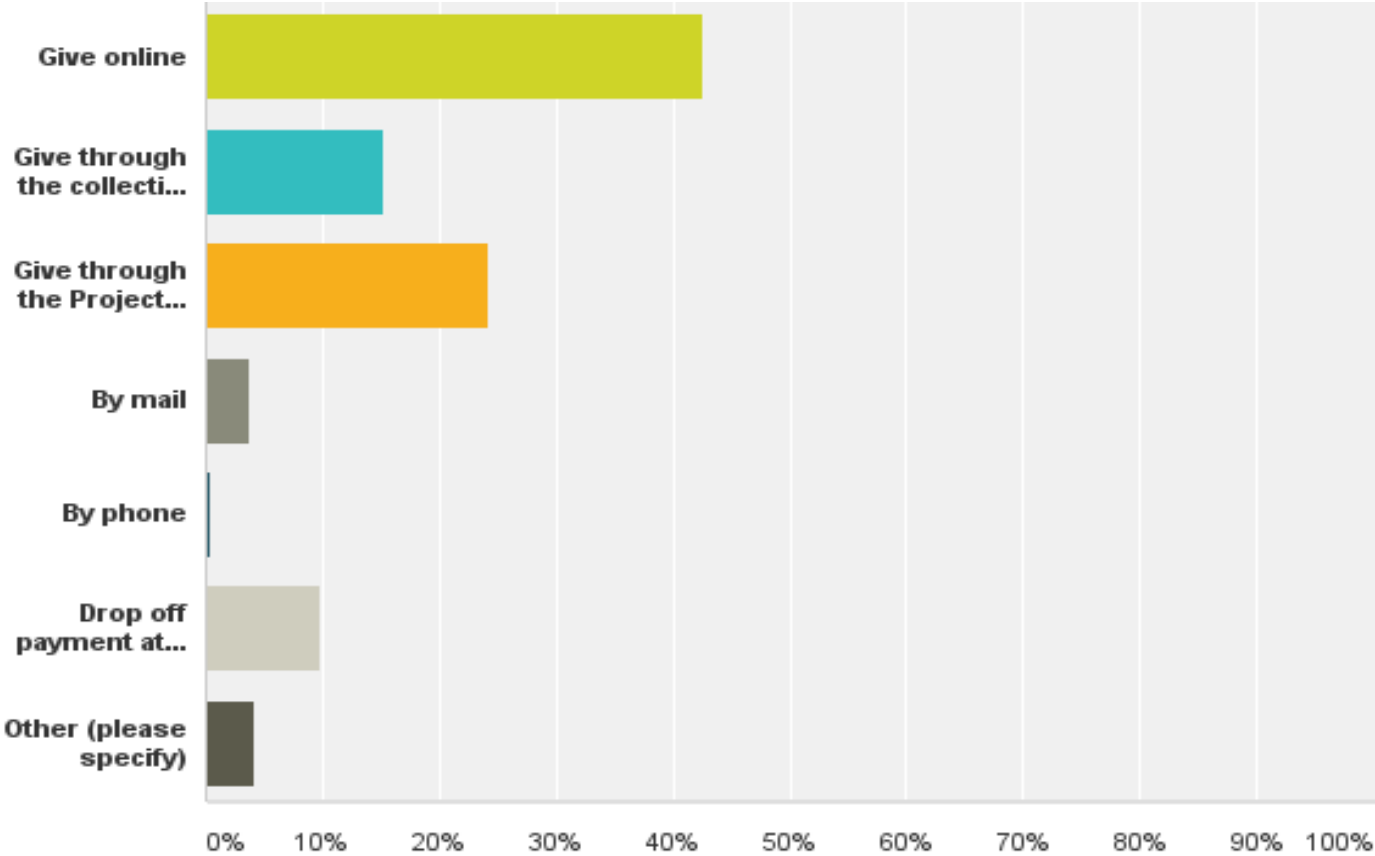
83 %
A great deal/ a lot



Archdiocese of Vancouver
PROJECT ADVANCE

Q5: How do you give to Project Advance?

Answered: 317 Skipped: 4



Q5: How do you give to Project Advance?

Answered: 317 Skipped: 4

Answer Choices		Responses
Give online	1	42.59% 135
Give through the collection basket at Mass	3	15.14% 48
Give through the Project Advance Volunteers after Mass	2	24.29% 77
By mail		3.79% 12
By phone		0.32% 1
Drop off payment at parish		9.78% 31
Other (please specify)		4.10% 13
Total		317

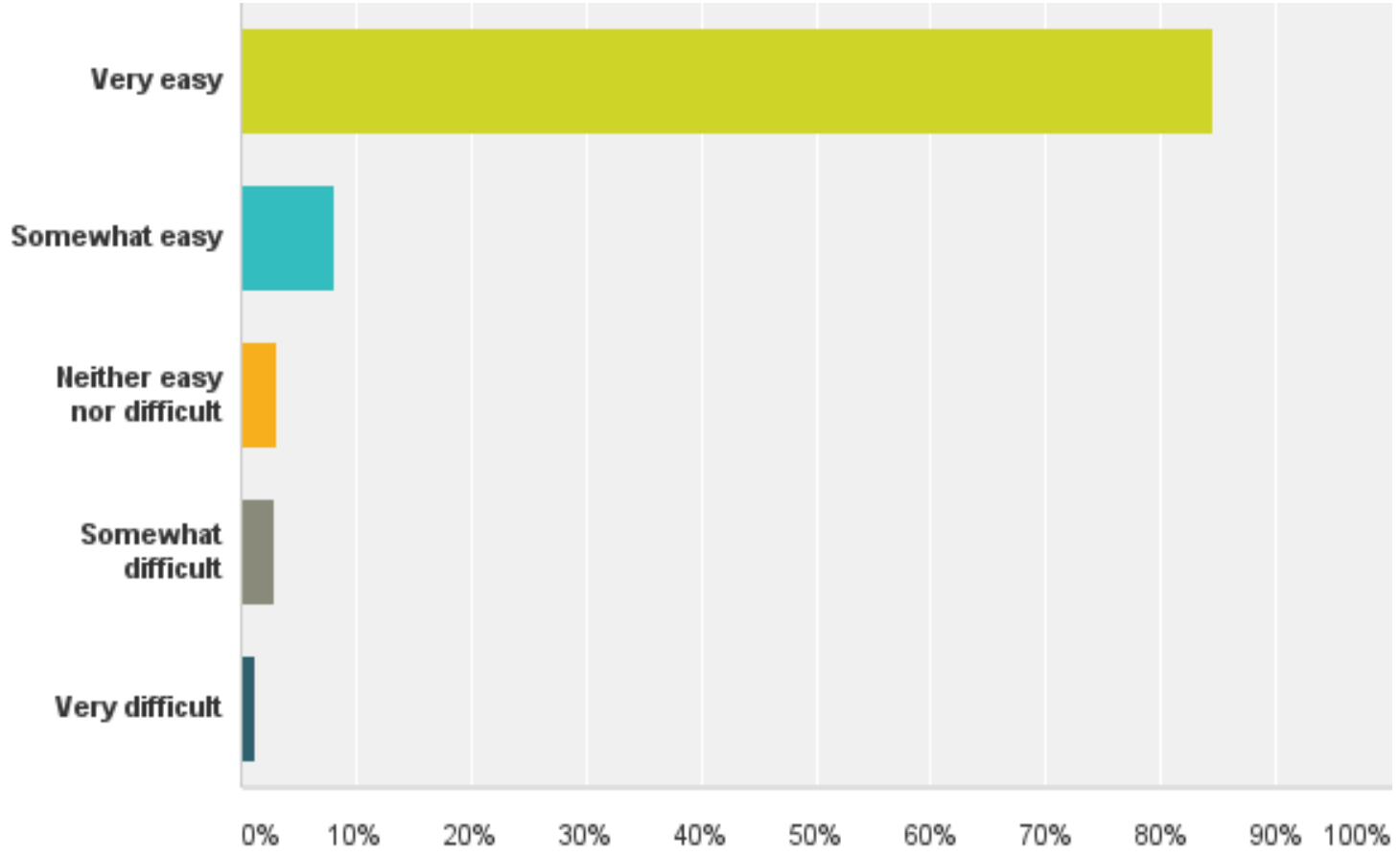
Out of the 13 that selected “other” 7 indicated monthly payments; the other 6- mainly credit cards.



Archdiocese of Vancouver
PROJECT ADVANCE

Q6: How easy or difficult was the process of giving to Project Advance?

Answered: 319 Skipped: 2



Q6: How easy or difficult was the process of giving to Project Advance?

Answered: 319 Skipped: 2

Answer Choices	Responses
Very easy	84.64% 270
Somewhat easy	8.15% 26
Neither easy nor difficult	3.13% 10
Somewhat difficult	2.82% 9
Very difficult	1.25% 4
Total	319



Archdiocese of Vancouver
PROJECT ADVANCE

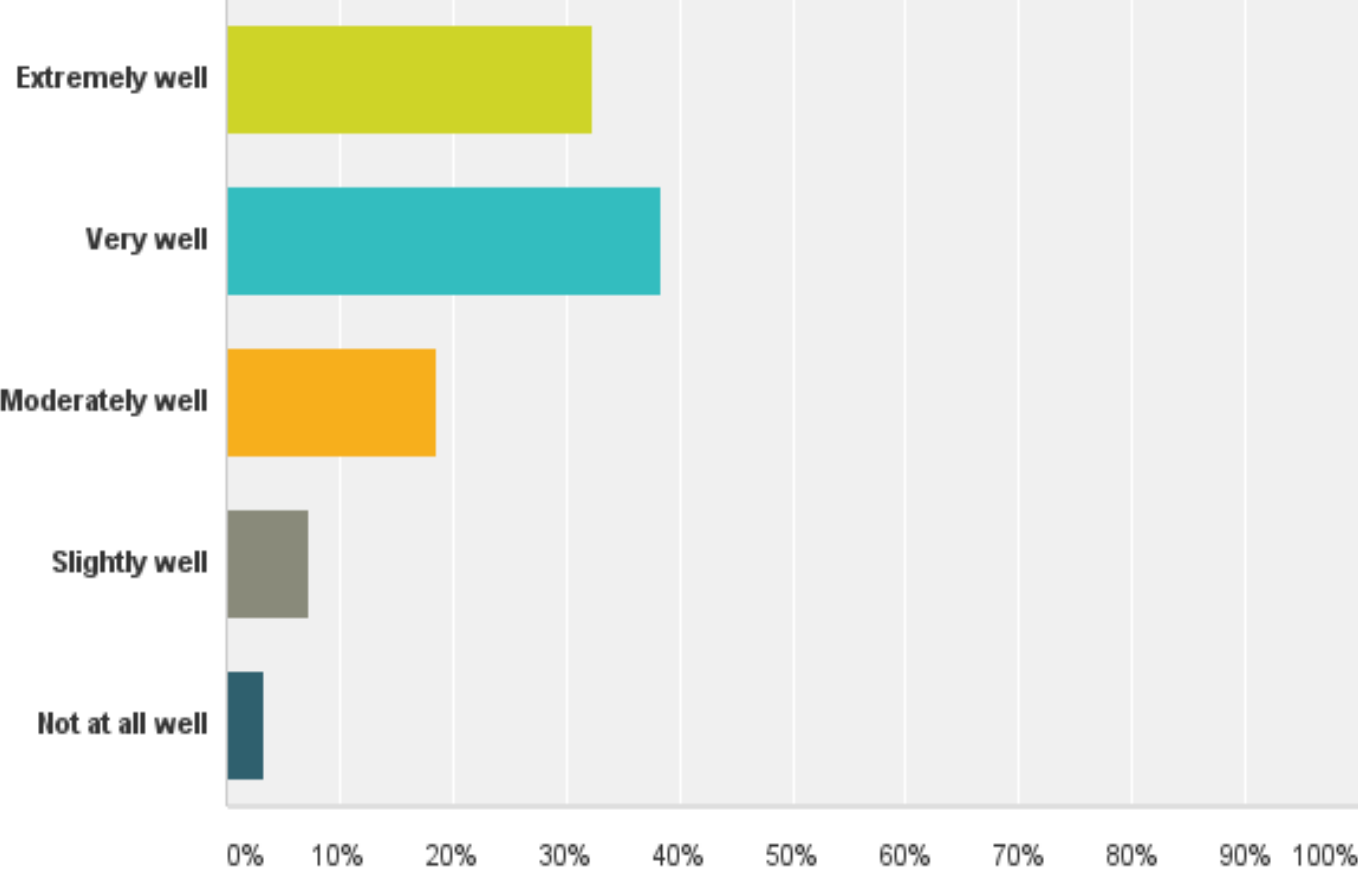
If you answered somewhat difficult or very difficult in question 6, please explain briefly why

17 respondents answered but only 13 actually selected somewhat or very difficult in Q6. Out of the 17, 16 were valid answers one was “NA”

- 18% [3 out of the 16] were web-related technical issues
- 44% [7 out of 16] expressed financial difficulties
- 37% [6 out of 16] was “other”
 - **I support my parish**
 - **Most people do not realize how much they receive from God**
 - **We need money but why do we spend making video every year**
 - **Our donation process is easy but should be more persuasive**
 - **Hopefully a great deal**
 - **People who wish to collect money always have many hooks available to pull money from people’s wallets**

Q8: How well does your parish explain how your donation is spent at your parish?

Answered: 302 Skipped: 19

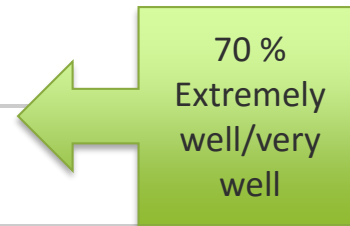


Q8: How well does your parish explain how your donation is spent at your parish?

Answered: 302 Skipped: 19

Answer Choices	Responses	
Extremely well	32.45%	98
Very well	38.41%	116
Moderately well	18.54%	56
Slightly well	7.28%	22
Not at all well	3.31%	10
Total		302

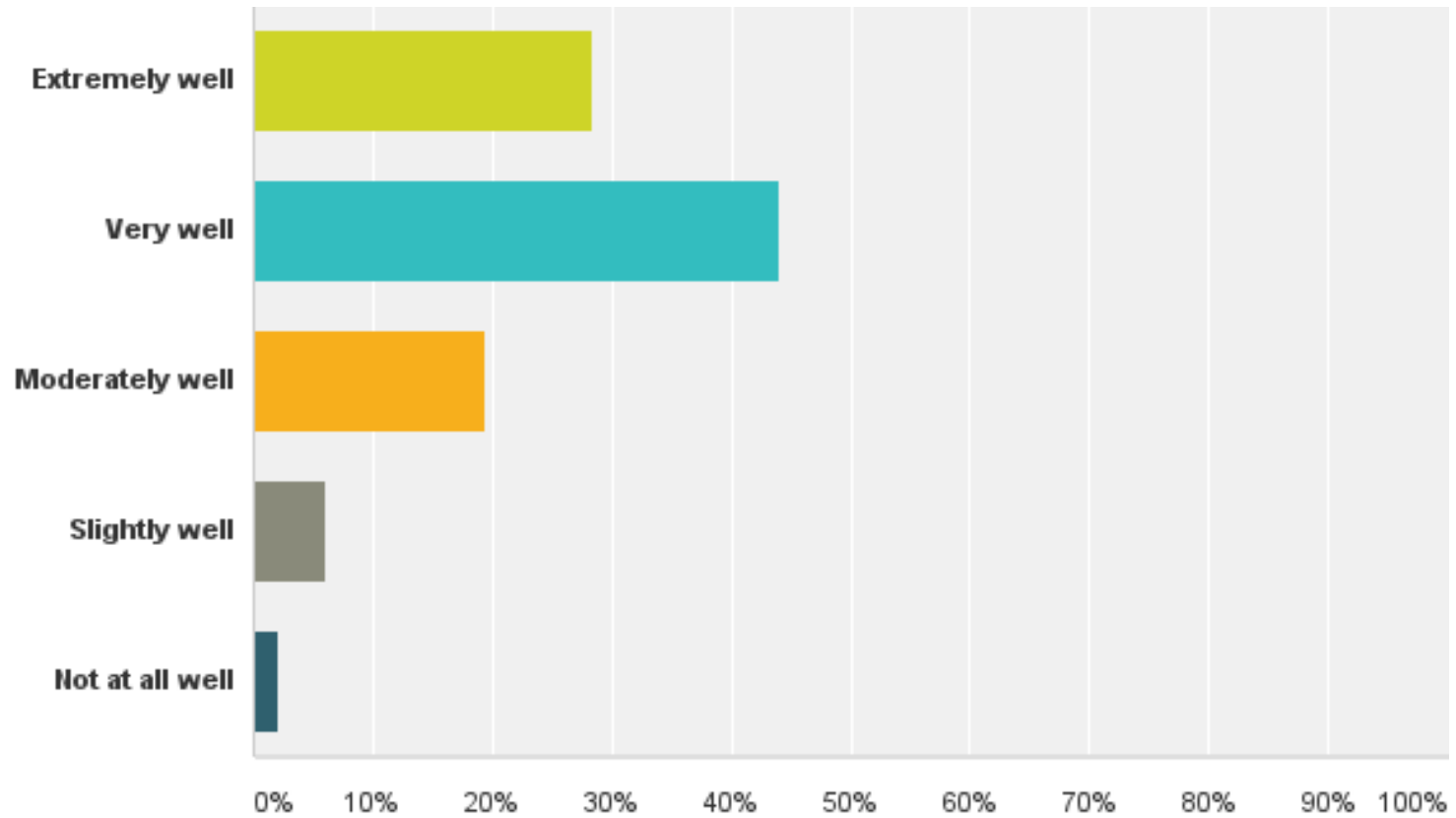
70 %
Extremely well/very well




Archdiocese of Vancouver
PROJECT ADVANCE

Q9: How well does the Archdiocese explain how your donation is spent at the Archdiocese of Vancouver?

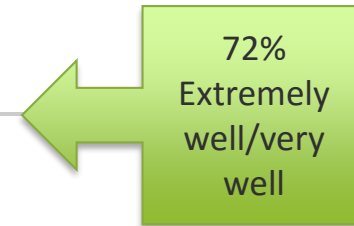
Answered: 299 Skipped: 22



Q9: How well does the Archdiocese explain how your donation is spent at the Archdiocese of Vancouver?

Answered: 299 Skipped: 22

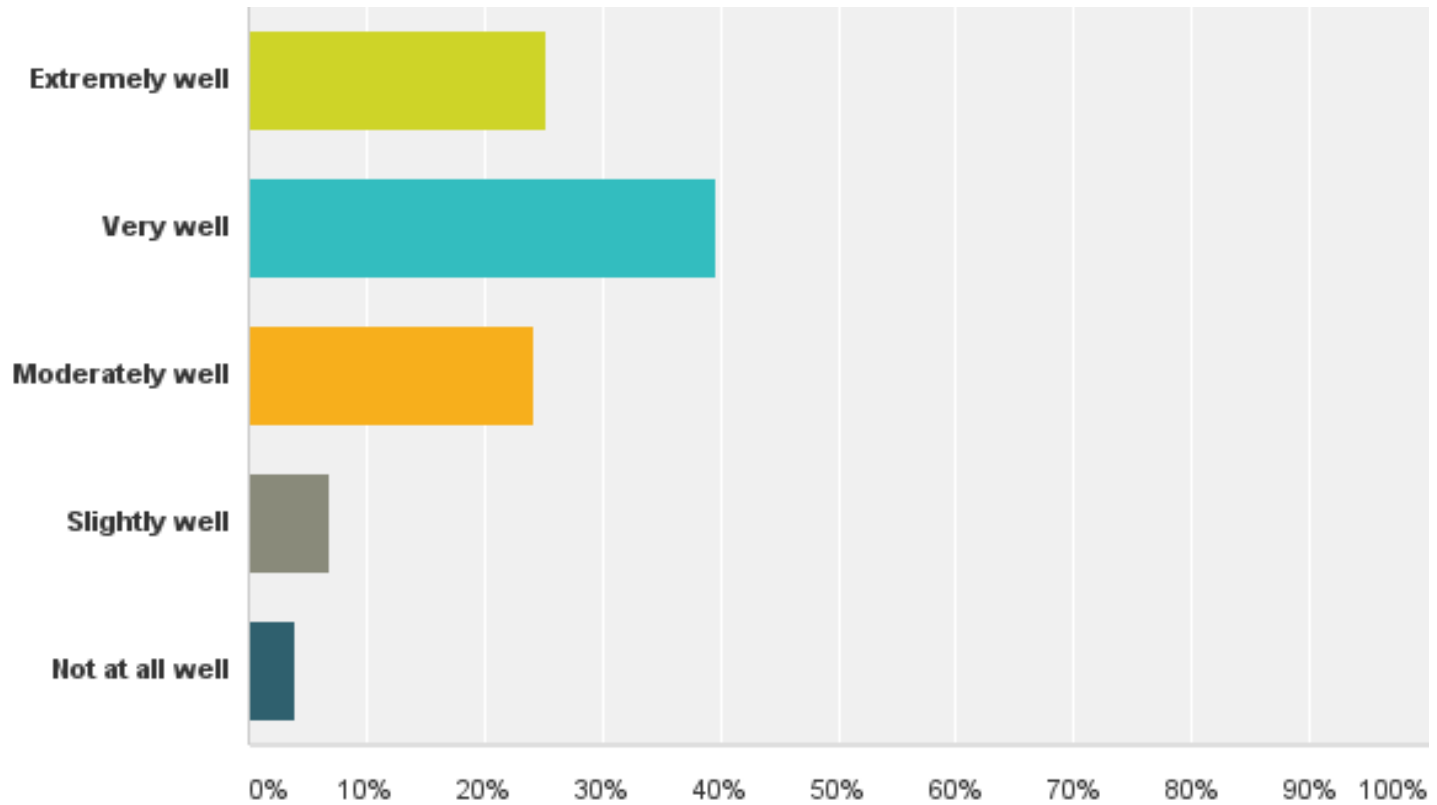
Answer Choices	Responses	
Extremely well	28.43%	85
Very well	44.15%	132
Moderately well	19.40%	58
Slightly well	6.02%	18
Not at all well	2.01%	6
Total		299



Archdiocese of Vancouver
PROJECT ADVANCE

Q10: How well does your parish thank you for your contribution to Project Advance?

Answered: 302 Skipped: 19



Q10: How well does your parish thank you for your contribution to Project Advance?

Answered: 302 Skipped: 19

Answer Choices	Responses	
Extremely well	25.17%	76
Very well	39.74%	120
Moderately well	24.17%	73
Slightly well	6.95%	21
Not at all well	3.97%	12
Total		302

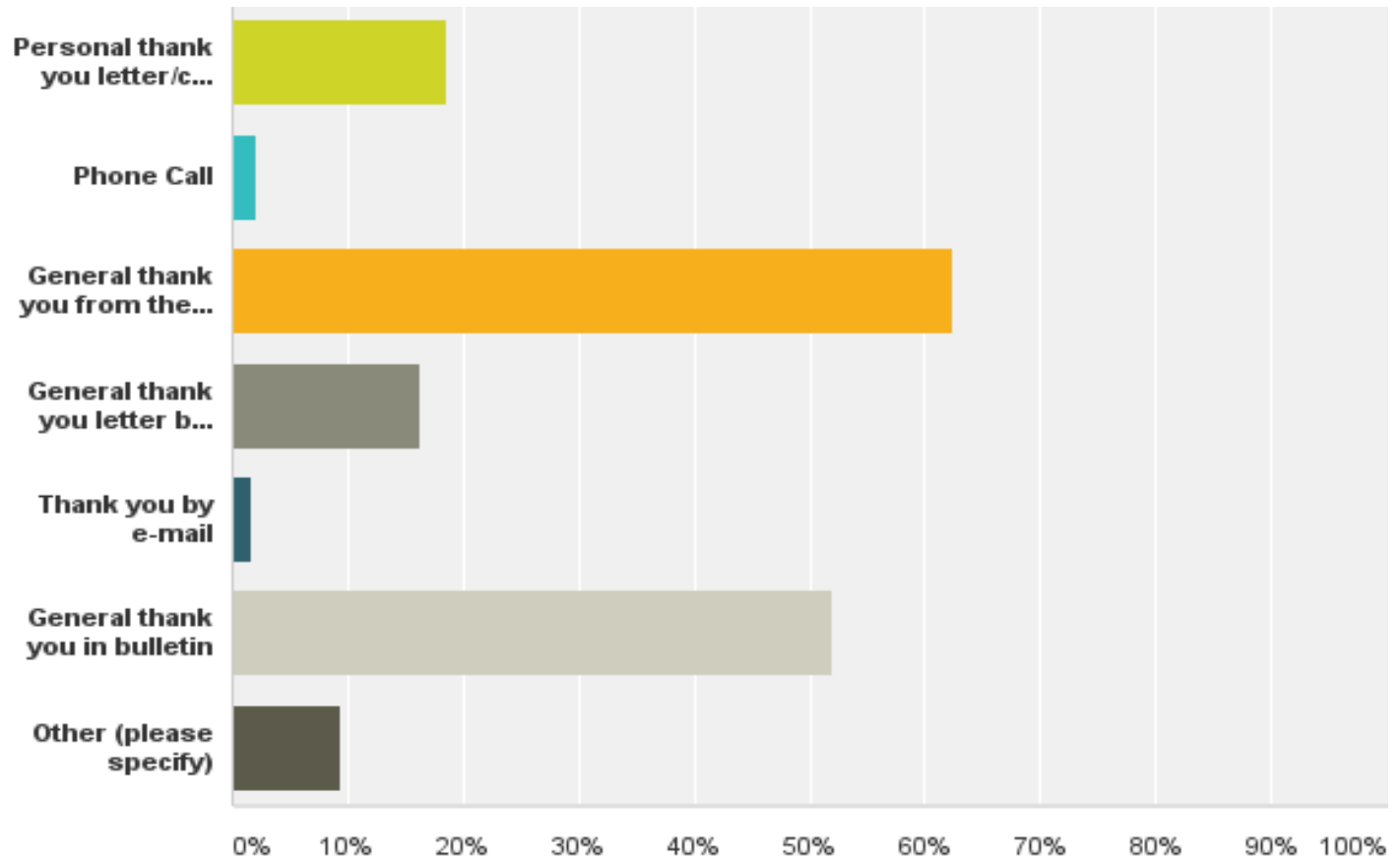
65%
Extremely well/very well



Archdiocese of Vancouver
PROJECT ADVANCE

Q11: How does your parish recognize you for your contribution to Project Advance? Select all that apply.

Answered: 300 Skipped: 21



Q11: How does your parish recognize you for your contribution to Project Advance? Select all that apply.

Answered: 300 Skipped: 21

Answer Choices		Responses	
Personal thank you letter/card from pastor	3	18.67%	56
Phone Call		2.00%	6
General thank you from the pulpit	1	62.33%	187
General thank you letter by mail	4	16.33%	49
Thank you by e-mail		1.67%	5
General thank you in bulletin	2	52.00%	156
Other (please specify)		9.33%	28
Total Respondents: 300			

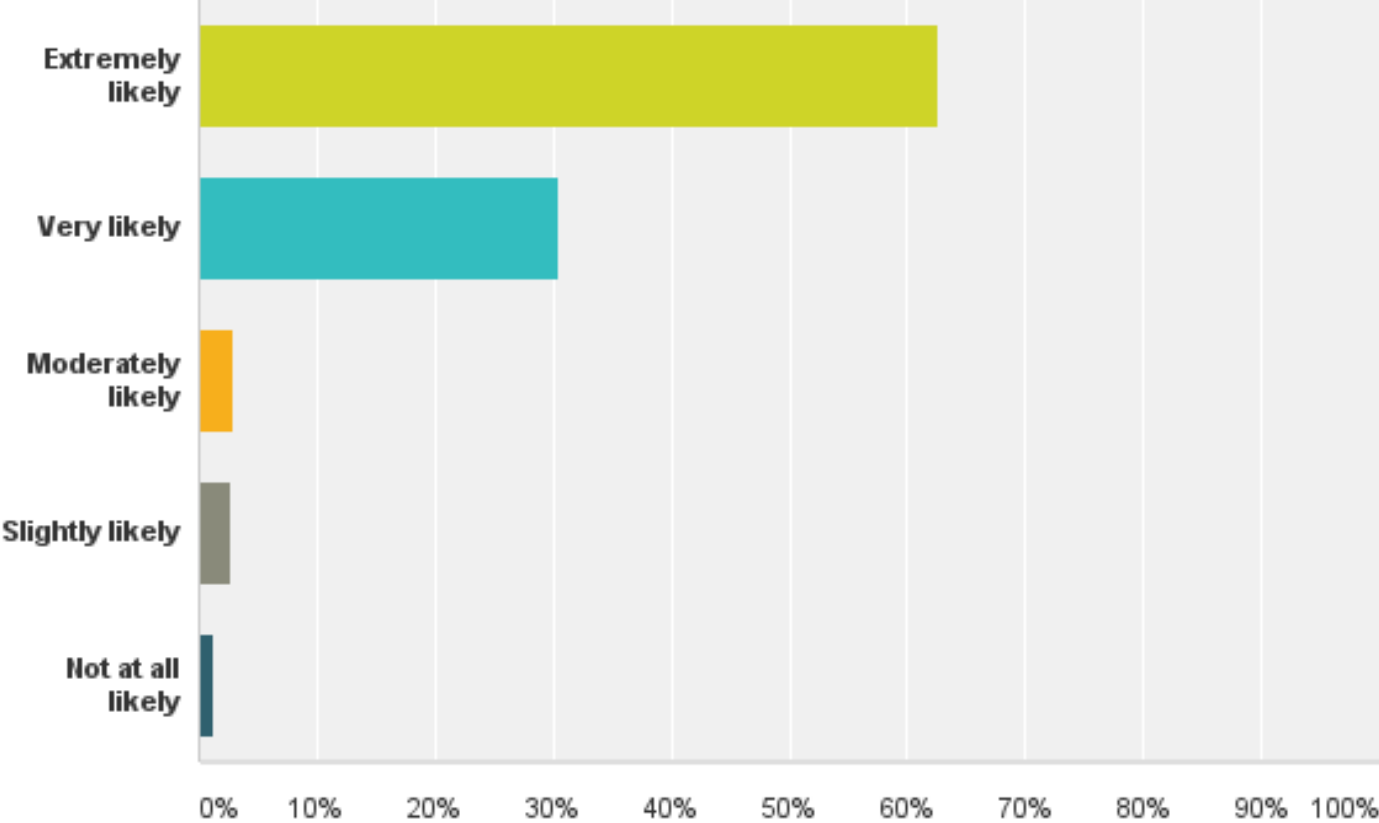
**Q11. How does your parish recognize you for your contribution to Project Advance?
“Other”**

28 respondents also selected “Other”

- 50% [14 out of the 28] could not remember
- 21% [6 out of 28]- no thank necessary or have not been thanked yet
- 18% [5 out of 28] thank you letter with tax receipt [Archdiocese]
- 7% [2 out of 28] thank you from the volunteers
- 3% [1 out of 28] a letter from the Archbishop

Q12: How likely are you to donate to Project Advance again?

Answered: 302 Skipped: 19



Q12: How likely are you to donate to Project Advance again?

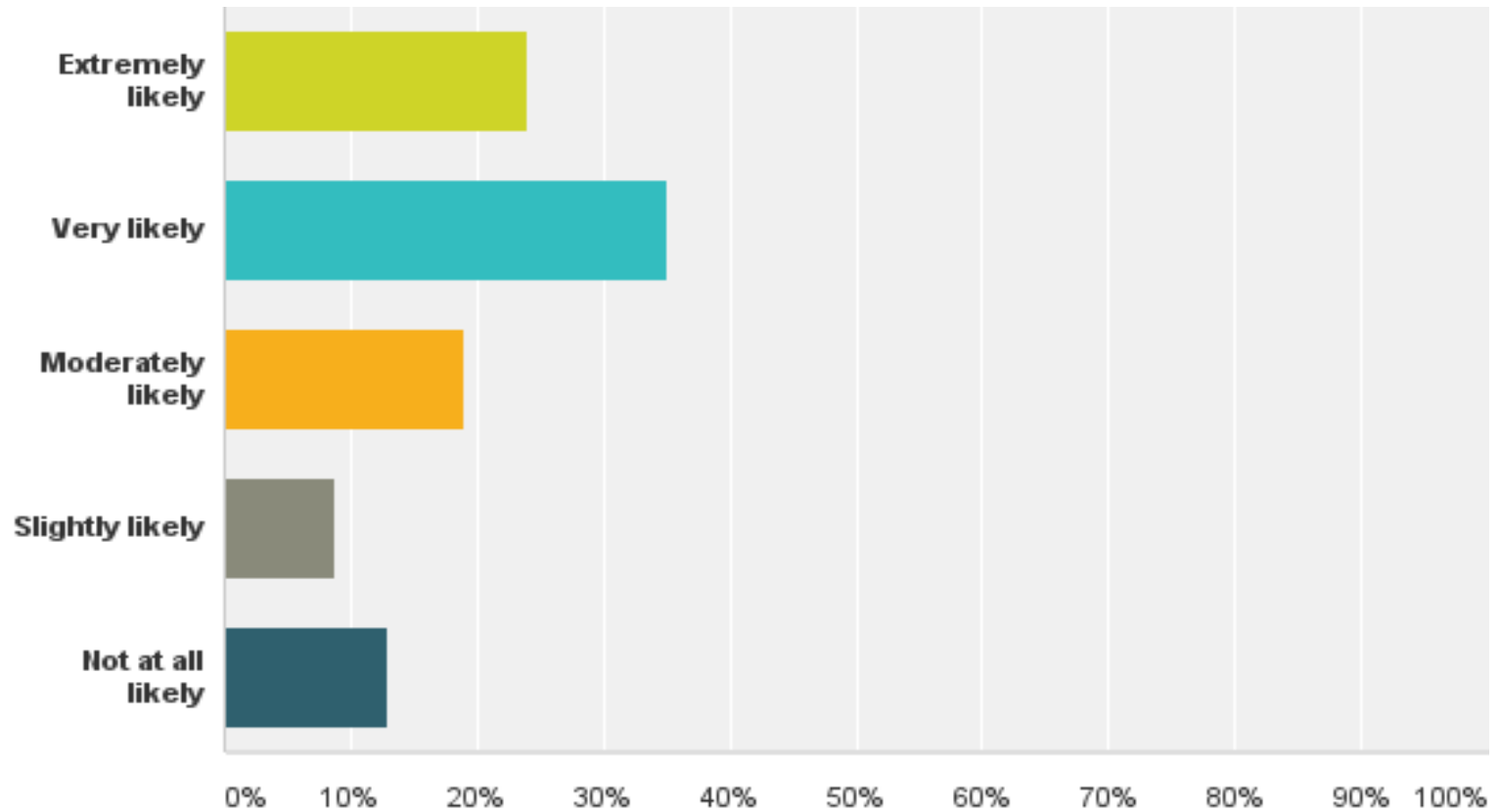
Answered: 302 Skipped: 19

Answer Choices	Responses	
Extremely likely	62.58%	189
Very likely	30.46%	92
Moderately likely	2.98%	9
Slightly likely	2.65%	8
Not at all likely	1.32%	4
Total		302

92% Extremely or very likely

Q13: How likely is that you would recommend giving to Project Advance to a fellow parishioner?

Answered: 299 Skipped: 22



Q13: How likely is that you would recommend giving to Project Advance to a fellow parishioner?

Answered: 299 Skipped: 22

Answer Choices	Responses	
Extremely likely	24.08%	72
Very likely	35.12%	105
Moderately likely	19.06%	57
Slightly likely	8.70%	26
Not at all likely	13.04%	39
Total		299

59%
Extremely
or very
likely

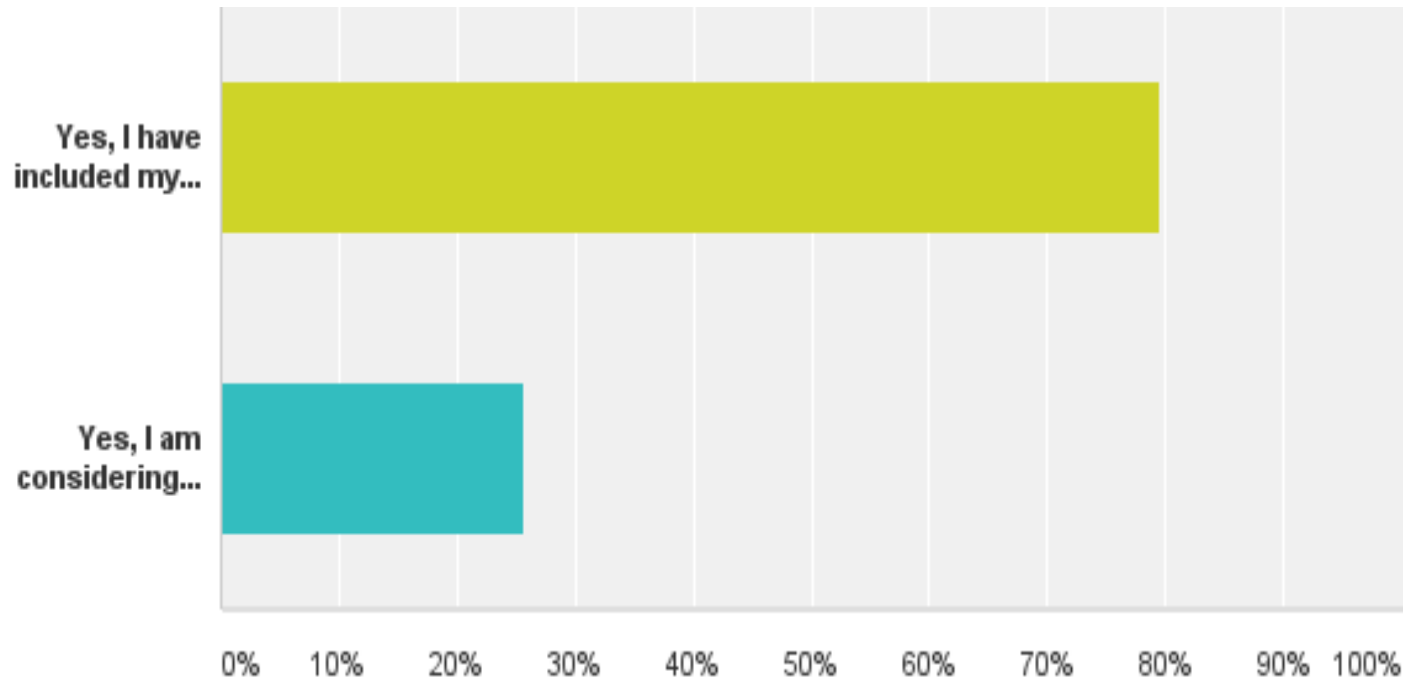


Archdiocese of Vancouver
PROJECT ADVANCE

Q14: Have you considered other ways to give?

Answered: 39 Skipped: 282

12% responded to this question – 39 out of 321



Q14: Have you considered other ways to give?

Answered: 39 Skipped: 282

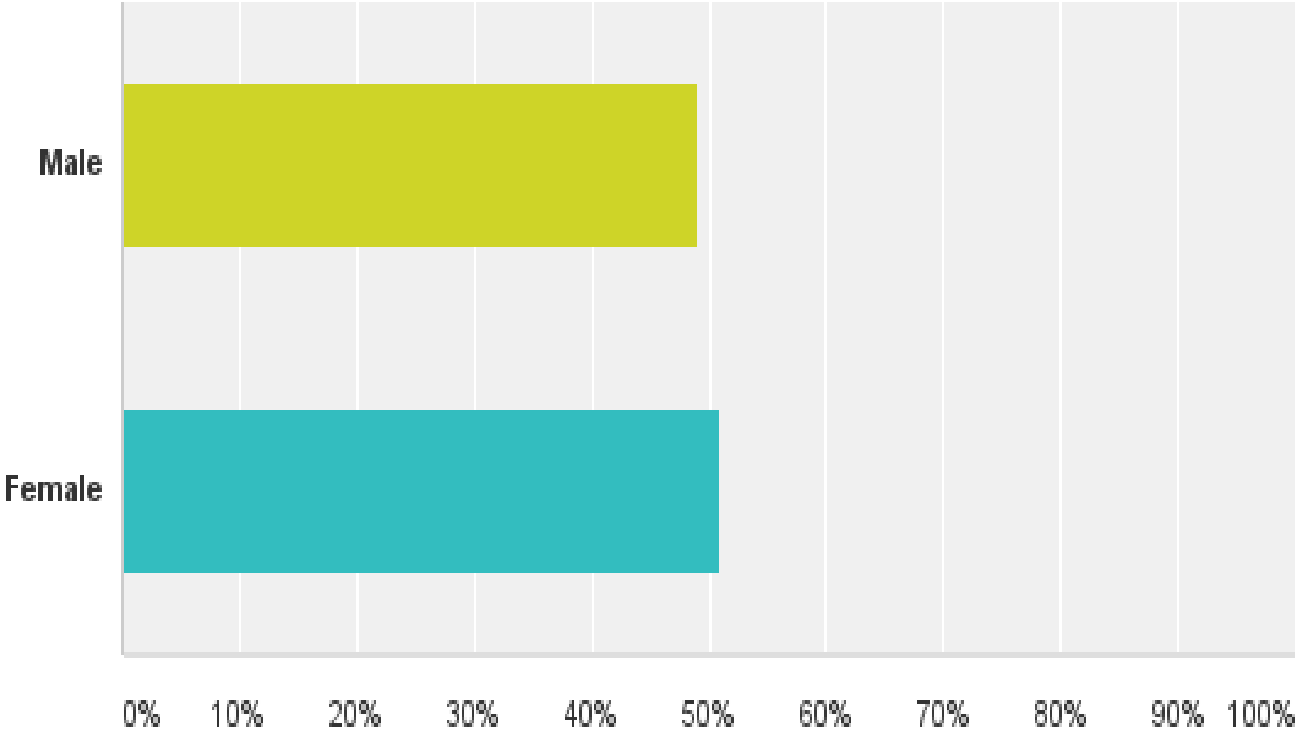
Answer Choices	Responses
Yes, I have included my parish/or Archdiocese in my will	79.49% 31
Yes, I am considering setting up a Planned Gift [Bequest, Life Insurance, Securities]	25.64% 10
Total Respondents: 39	

72 respondents however selected “other”

- 56% [42 out of 72] indicated that they have not considered
- 41% [30 out of 72] a variety of answers – from still have to draft a will to giving to other charities. Refer to full report

Q15: Gender

Answered: 297 Skipped: 24



Q15: Gender

Answered: 297 Skipped: 24

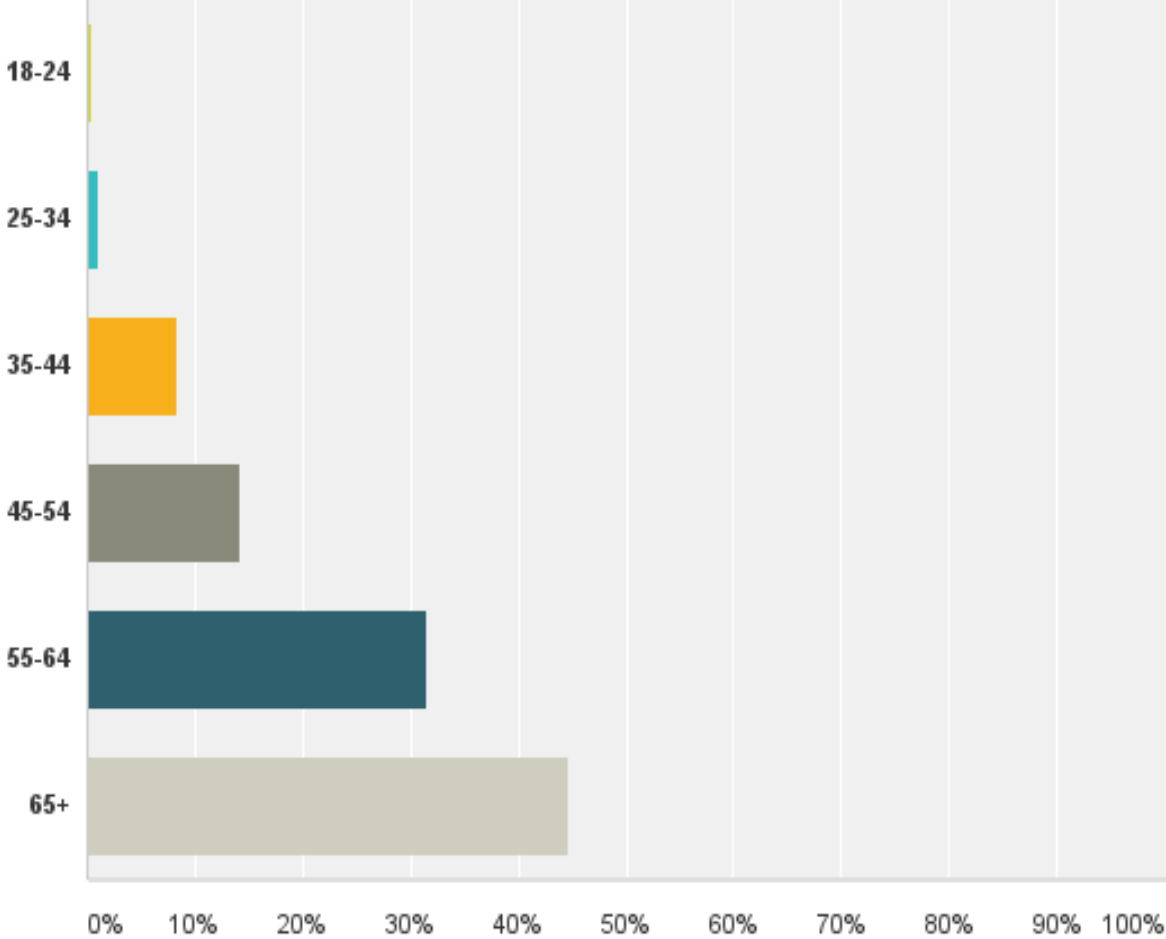
Answer Choices	Responses
Male	49.16% 146
Female	50.84% 151
Total	297



Archdiocese of Vancouver
PROJECT ADVANCE

Q16: Age

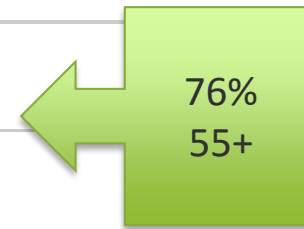
Answered: 298



Q16: Age

Answered: 298 Skipped: 23

Answer Choices	Responses	
18-24	0.34%	1
25-34	1.01%	3
35-44	8.39%	25
45-54	14.09%	42
55-64	31.54%	94
65+	44.63%	133
Total		298



Archdiocese of Vancouver
PROJECT ADVANCE