



Constant Contact Survey Results

Survey Name: NPR/USA Planned Giving Survey 2010 Master

Response Status: Partial & Completed

Filter: None

Aug 31, 2010 8:59:28 AM





* My station receives planned giving help and services from my licensee (university, college, school district, or state agency).

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			60	49.5 %
No			42	34.7 %
Not Applicable			16	13.2 %
No Response(s)			3	2.4 %
Totals			121	100%

* What planned giving support and services are needed by your station? (check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Basic Planned Giving Training			59	53.1 %
Forms and Suggested Language for Bequests and Stock Transfers			57	51.3 %
Marketing Support			66	59.4 %
Gift Proposals and Technical Support			69	62.1 %
Best Practices for Stewardship			67	60.3 %
None of the Above			10	9.0 %
Other			9	8.1 %
Totals			111	100%

* My station is interested in offering donors charitable gift annuities and trusts if the gift administration is handled by an outside company and the program costs are minimal.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			13	12.2 %
Maybe			45	42.4 %
No			21	19.8 %
Not Allowed by Licensee			29	27.3 %
Totals			106	100%

Station call letters and city of license (optional)

80 Response(s)