Survey Screener Notes

* Approximately half of the respondents said that they donate at random times and don’t have a set schedule for donating. 20 percent of the respondents donated monthly and another 20 percent donated yearly
* Charities related to health are most popular
* The main reason respondents fundraised or donated was to help other people
* More respondents reported being generally happy than those who were not (\*re-evaluate value of this question)
* The number of reports for areas that could use improvement in the online donation or fundraising experience were spread across categories with only slightly higher reports in “knowing charity progress” and “other.”
* Laptop and desktops were the main devices used by respondents to browse fundraising websites
* Facebook is the most popular social network platform followed by Instagram, Twitter, and LinkedIn.
* Most respondents are age 44 or below
* Most respondents are female

**Respondents Describing their last experience**

* A friend of mine was really sick
* There are so many charities to research, but few complete databases.
* Often times, the amount of time it takes to log into a website/type in credit card info takes long enough that I get discouraged from donating
* It was fine, I just wasn’t completely certain what my money was doing specifically. That doesn’t really bother me personally but I imagine it might for others.
* I’ve never donated online; I only donate in person. I prefer donating objects, like food, medication, or other health related items. This is in case the company doing the charity is not as honest as they say to be and are seeking to take my money, which I’m sure happens more often than not.
* I use Charity Navigator to choose a charity from within the category that I want. It’s good for judging things like organizational legitimacy and how much of your donation goes towards programs, but it doesn’t really comment on how effective the org’s programs are at really improving lives. I want my donated dollars to do the most good in the world that they can.
* I logged in, clicked twice, entered the amount, chose which banking account to use, verified the amount and clicked submit.
* I find the donations lead to (IMO) excessive contact by most charities for additional support. As an example, a single charity contacted me multiple times a day for several months following a donation.
* I donated through GoFundMe websites and it would be nice to receive updates on the cause I donated to. I’m sure there’s an option to receive updates but I didn’t click it.
* Automatic donation from checking account