



# **Donor & Volunteer Survey**

## **2012**

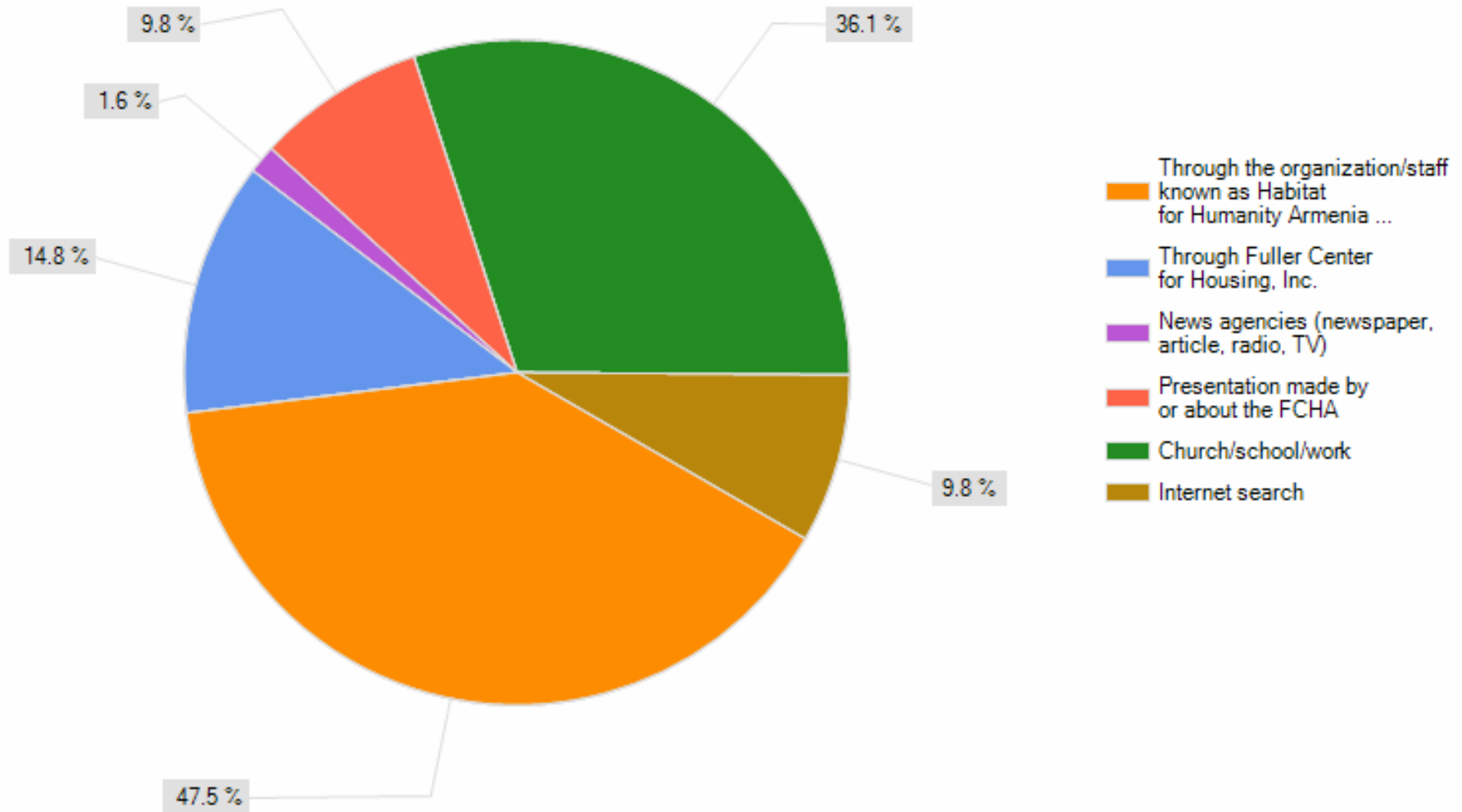
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# Survey Summary--General

- The survey was sent to 410 donors and volunteers in October 2012. Results were collected in November. The total response was 19%
  - Of the responses, 27% donors, 85% were volunteers
  - 57% of the respondents got involved with Fuller Center for Housing Armenia (FCHA) team through the years of 2000-2007(former Habitat for Humanity Armenia (HFHA)); 32% through someone at church, school, or work
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## How did you first learn about FCHA?

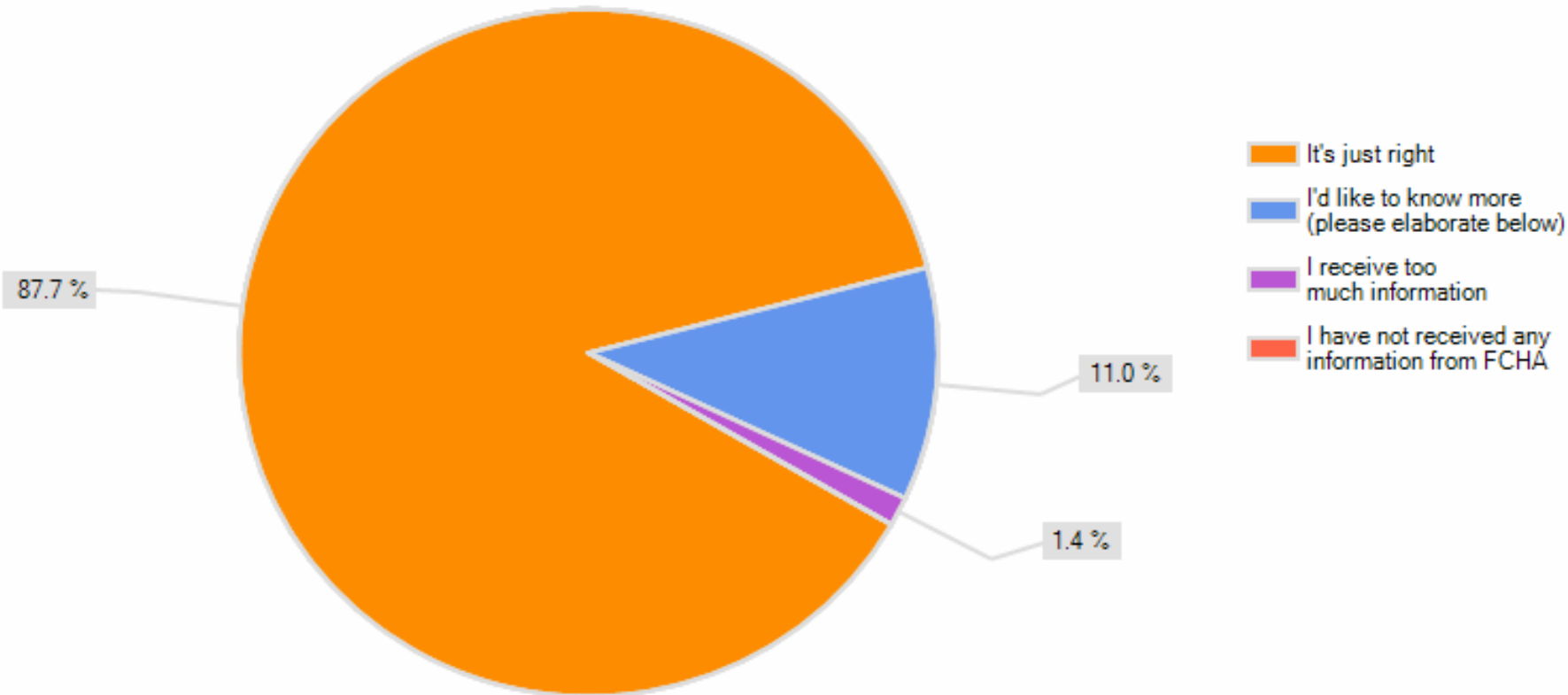


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# Survey Summary—Communication

- An overwhelming majority, 85%, feel well-informed about the mission of the Fuller Center for Housing Armenia
  - 88% are satisfied with the follow-up communication they receive from the Fuller Center for Housing Armenia such as email, newsletters, acknowledgement letters, etc.
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**How satisfied are you with the FCHA follow up/communication you receive (acknowledgment for donations and/or volunteering, information/updates about the families you have sponsored or built with, e-newsletters, news about the FCHA, etc.)?**

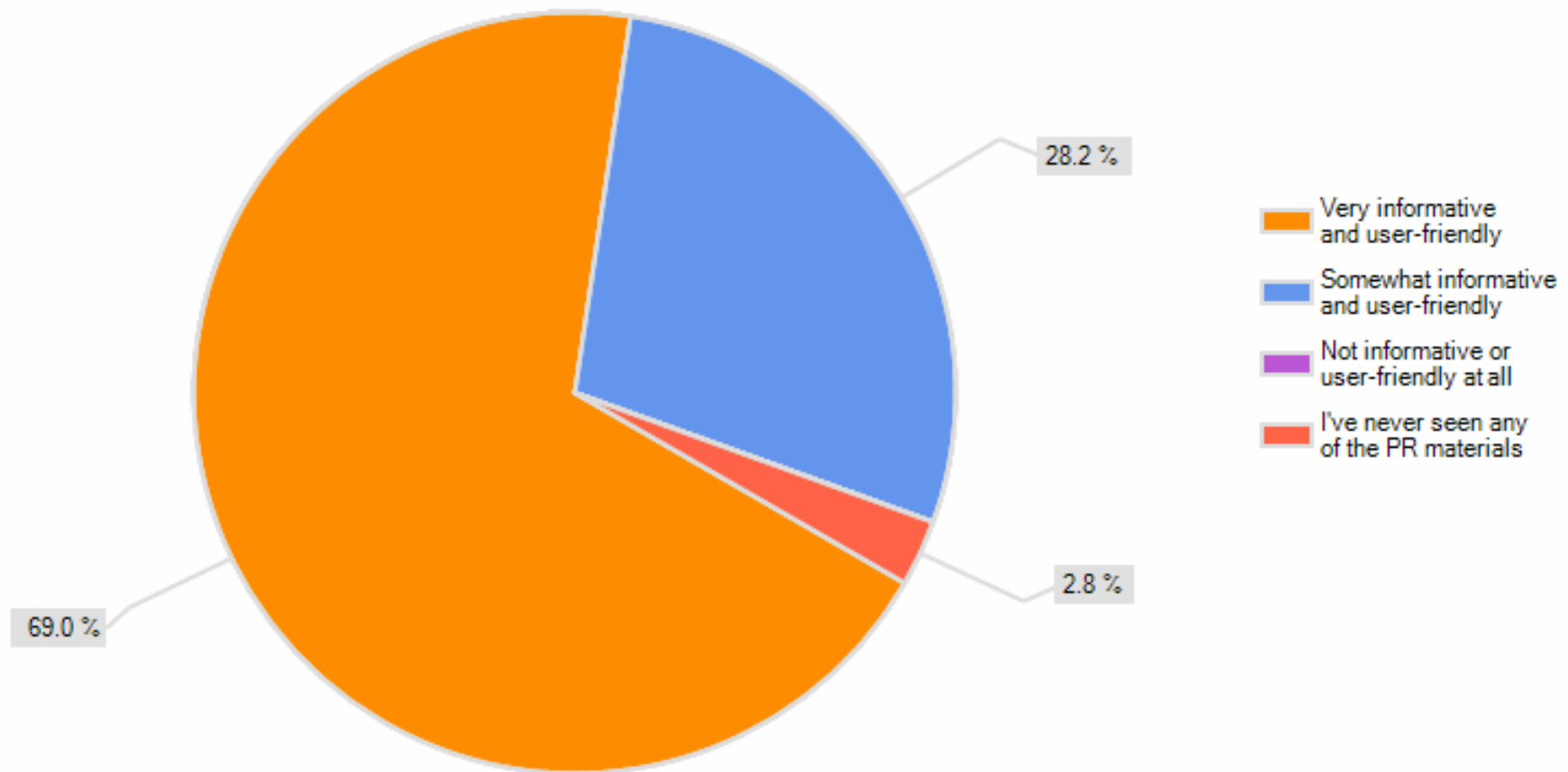


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# Survey Summary—PR Materials

- 72% of respondents feel that Fuller Center for Housing Armenia's public relations materials, such as its website, fliers, pamphlets, and newsletters are informative and user-friendly
  - 22% feel that there is room for improvement in these materials
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**Do you feel that FCHA's public relations materials, such as its website, fliers, pamphlets, and newsletters, are informative and user-friendly?**



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# Survey Summary--Motivation

There are many motivating factors for donors and volunteers to support the mission of the FCHA, including:

- Wanting to make a difference in Armenians lives (85%)
- Having been a volunteer with FCHA (64%)
- The effectiveness of the organization (52%)

28% are considering joining a Global Builders (GB) team in 2013 and 10% will refer someone who may be interested and the rest to join later

17% are considering making a donation before the end of 2012

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## What motivates you to support FCHA?

