Donor & Volunteer Survey
2012
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.
How did you first learn about FCHA?

- 47.5%: Through the organization/staff known as Habitat for Humanity Armenia
- 36.1%: Through Fuller Center for Housing, Inc.
- 14.8%: News agencies (newspaper, article, radio, TV)
- 9.8%: Presentation made by or about the FCHA
- 9.8%: Church/school/work
- 1.6%: Internet search
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.
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.)?

- It's just right: 87.7%
- I'd like to know more (please elaborate below): 11.0%
- I receive too much information: 1.4%
- I have not received any information from FCHA: 1.4%
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
Do you feel that FCHA's public relations materials, such as its website, fliers, pamphlets, and newsletters, are informative and user-friendly?
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
What motivates you to support FCHA?

- 81.9%: I am interested in making a difference in the lives of Armenian people
- 63.9%: Its Christian values and principles
- 44.4%: I am very impressed with how effective the organization is (81% of func...
- 25.0%: I have been on a volunteer team
- 6.9%: I want to support friend(s) who work on volunteer teams
- 5.0%: I get a tax deduction