



# Ipsos Reid



## Canadian Donors and You

Awareness. Reputation. Past Donors. Future Donors.



**National Report:**  
**\$9,800**  
plus GST

**Regional, provincial  
and local reports  
also available.**

**Relevant  
Current  
Actionable**

### Your Donors – Current & Future

*Canadian Donors and You* is a syndicated study that has been carefully designed to help not-for-profit organisations better understand their donor market and grow their donor dollars.

Each organisation that subscribes to the *Canadian Donors and You* report will receive a customized proprietary profile of its current donors (adults who say they have donated to you), plus a profile of its potential future donors (Canadians who are likely to donate to you if asked).

### Awareness & Reputation

Donations begin with awareness of your organisation and its reputation. This study measures awareness and impressions of each subscribing charity in comparison to four 'benchmark' organisations so you can see yourself in context.

### Canada's Donors

As a subscriber to the *Canadian Donors and You* syndicated study, you will receive a core report that provides you with a deeper understanding of the charitable giving market in Canada as a whole, including donor demographics, motivations for giving, solicitation preferences, and more. This core report also includes a sophisticated donor segmentation analysis. This donor segmentation divides Canadians into distinct groups, each with its own 'personality,' to help you better understand Canada's donor market.

### Add-On to the Core Study!

#### Add Your Own Custom Questions

At an additional cost, you may add questions to the core survey to address your own specific issues, needs or concerns. The results of these questions are proprietary to your organisation and are not shared with other subscribers.

#### Add a Re-Branding module

Subscribers may add a proprietary branding exercise to the core questionnaire to explore perceptions of an organisation's values and personality, resulting in a Brand Map.

#### Add Booster Samples

Subscribers may also purchase a booster sample of a group of particular interest (e.g., older women, youth, affluent households, people with a certain disease, etc.). Please contact us to discuss your sampling needs and to get a price estimate.

#### Talk to Your Donor List

Subscribers can ask that a specific number of interviews be completed among their donors. This can be done through the use of your donor list. All additions to the core questionnaire are available on a first-come, first-served basis—space is limited.

### Actionable Results

Charities use precious donor dollars to pay for research, so *Canadian Donors and You* has been developed to give you results you can act on.

### Deliverables

All subscribers to *Canadian Donors and You* receive:

- **Tele-consulting** with senior Ipsos staff on how to customize the study for your organization (proprietary questions; booster samples; branding)
- **Detailed report** (PowerPoint)
- **In-person presentation** of findings (exclusive of travel costs)

### What's a Syndicated Study?

A syndicated study is to research what a car pool is to commuters – it's a shared vehicle with shared costs. In a syndicated study, subscribers share the cost of data collection for the set of core questions. Thus, the report cost is only a fraction of what it would have been if a custom study had been done just for you.





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## Core Subscription Costs

(excluding GST)

National Subscription **\$9,800**

Proprietary questions\*

Closed-ended questions: \$1,200 each

Open-ended questions: \$2,300 each

\*The cost of proprietary questions includes analysis.

There is a reduced cost for purchase of multiple reports (e.g., national report + GTA report).

## Schedule (2009)\*

Subscriber Consultation January–April 2009

Proprietary Questions Due End of April 2009

Data Collection May 2009

Detailed Report June/July 2009

\*The study will proceed only if there is a sufficient number of subscribers.

## Research Methodology

Ipsos Reid will conduct a nationally representative online survey of 1,000 adults aged 18 and older. Respondents will be drawn randomly from Ipsos Reid's Online Panel, renowned for its size and quality.

## Confidentiality

Information in the core questionnaire is confidential and may not be shared outside your organisation. Any public release of client-specific data is subject to the Ipsos Reid Media Release Policy.

## Ipsos Research Team

**Alexandra Evershed** is a Senior Vice President with Ipsos. She has directed public affairs survey research for clients in the private and public sectors for over a decade, covering off a broad spectrum of issues. Some recent areas of focus have included brand and reputation, donor motivation, and communications research for not-for-profits and charitable organisations.

**Heather Alinsangan** is a Senior Research Manager with Ipsos. She has extensive experience directing both quantitative and qualitative research projects for not-for-profit, public, and private sector clients. Heather has been the account manager for a national not-for-profit organisation in Canada for nearly five years. Throughout this time she has conducted numerous research studies focusing on customer/member satisfaction, advertising and communications testing, and branding research.

**Jonathan Karpfen** is a Research Manager with Ipsos. He has extensive experience producing public opinion studies for a range of public- and private-sector clients, including some of Canada's largest not-for-profit organizations as well as several smaller charities. Jonathan's work with not-for-profit clients focuses on providing key insights to guide strategic decisions and communications planning and design.

## For more information

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