



Building 21st Century Brandssm

2006 Cone Nonprofit Research Fact Sheet

The following groups are very likely or somewhat likely to influence my decision to support a cause or charity:

Family	77%
Friends	64%
Charities	63%
Places of Worship	60%
Co-Workers	40%
Companies	30%
Celebrities	15%

The following are effective ways for a nonprofit to reach me with a specific call to action:

Word-of-mouth from family or friends	76%
Articles in the newspaper or magazines	56%
Events	51%
Advertising	50%
Direct mail	45%
Through companies that I buy products or services from	44%

Through my employer	34%
Internet or email	22%
Celebrity involvement	14%
Telemarketing	8%

Choosing only THREE of these methods, the most effective are:

Word-of-mouth from family or friends	62%
Articles in the newspaper or magazines	37%
Direct mail	32%

When deciding the cause, charity or nonprofit that I want to support, the following factors are very or somewhat important to me:

I trust the charity	82%
I have seen the impact in my community	81%
Someone I trust is involved in the cause	78%
I have a personal relationship with the cause or charity	75%
It is easy and convenient for me to donate	68%
I have an opportunity to get involved beyond donating money	59%
The cause or charity is in the media or news often	45%
Celebrities or companies that I admire support the charity	28%

I have supported the following cause-related campaigns financially or non-financially in 2006:

Girl Scouts Cookie Program	63%
Salvation Army Kettle Program	57%
Toys for Tots	48%
American Heart Association's Go Red for Women Campaign	37%
United Way Annual Giving Campaign	35%
St. Jude's Thanks & Giving Program	28%
National Hunger Day	26%
Passionately Pink for the Cure	26%
Trick-or-Treat for UNICEF	22%
Earth Day	20%
Livestrong Campaign	13%
LIVE 8	11%
Product Red or The Red Campaign	9%
The ONE Campaign	6%
Don't know / None of these	11%

I feel the following campaigns will be important to me in 2007:

Salvation Army Kettle Program	65%
Girl Scouts Cookie Program	61%
Toys for Tots	58%
American Heart Association's Go Red for Women Campaign	50%
United Way Annual Giving Campaign	43%
National Hunger Day	40%
St. Jude's Thanks & Giving Program	36%
Passionately Pink for the Cure	35%
Earth Day	31%
Trick-or-Treat for UNICEF	26%
LIVE 8	19%
Livestrong Campaign	16%
Product Red or The Red Campaign	13%
The ONE Campaign	10%
Don't know / None of these	8%

Choosing only TWO of these campaigns, the ones I feel will be most important to me in 2007 are:

Salvation Army Kettle Program	30%
Toys for Tots	25%

About this Survey:

This survey was commissioned by Boston-based Cone, Inc (www.coneinc.com). Findings are the results of a telephone survey conducted from November 3-6, 2006 among a national probability sample of 1,022 adults comprised of 510 men and 512 women 18 years of age and older, living in private households in the continental United States. It was conducted by Opinion Research Corporation International and has an error margin of +/- three percentage points.

About Cone

Cone, Inc (www.coneinc.com) is a strategy and communications agency engaged in building brand trust. Cone creates stakeholder loyalty and long-term relationships through the development and execution of Cause Branding™, Brand Marketing, Corporate Responsibility and Crisis Prevention and Management initiatives. Cone is a member of the Omnicom Group.

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