

1. Have you ever visited the NevadaGIVES website?

- YES
- NO

2. If NO, please indicate your reasons for not visiting the NevadaGIVES website. Select all that apply:

- I was not aware of this website
- I prefer receiving a newsletter
- I prefer using a different charity website
- I prefer social media
- I am too busy
- I am not interested in this website
- I do not spend much time on the Internet
- I do not trust this website
- Website does not have language options
- Website does not have options for people with disabilities
- Other (please specify)

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3. If YES, please indicate your purpose for visiting the NevadaGIVES website. Select all that apply.

- Make a financial contribution
- Read about charitable news and events
- Find general information about the organization
- Learn about non-profit organizations located in Southern Nevada
- Sign-up for the newsletter
- Submit a charitable event for the calendar
- Submit a charitable story
- Learn about best practices for giving
- Learn about volunteering
- Learn about giving goods or services
- Other (please specify)

4. How would you rate the NevadaGIVES website?

Excellent / Above Average / Average / Below Average / Poor / Not Applicable

- Logical website design and organization

- Ease of finding information
- Ease of navigation to various pages and links
- Quality of information and resources regarding giving in Southern Nevada
- Provides unique content exclusive to Southern Nevada
- Quantity of information and resources available on the website
- Overall look and visual appeal of the website
- Ease of submitting a story or charitable event
- Forums for discussion and feedback
- Frequency of updates
- Professional image of NevadaGIVES website
- Ease of making a donation
- On-line security for donating to NevadaGIVES
- COMMENTS

5. Do you feel the information you receive from the NevadaGIVES website and newsletter is worth your continued support?

- YES
- NO
- COMMENTS

6. Do you feel using the NevadaGIVES website has helped you as a donor or nonprofit?

To a Great Extent / Somewhat / Neutral / Very Little / Not at All/ Don't know/ Not Applicable
COMMENTS

7. Overall, do you feel the services provided by NevadaGIVES helps to raise awareness about giving?

To a Great Extent / Somewhat / Neutral / Very Little / Not at All/ Don't know
COMMENTS

8. Do you consider NevadaGIVES website as your primary on-line resource for giving in southern Nevada?

- YES
- NO

9. Please provide any suggestions to improve the NevadaGIVES website, newsletter, and/or its services. Select all that apply:

- More photos
- More stories
- Immediate access to giving or donating
- Contact information for questions about giving
- More interactivity (social media, blogs, forums, comments)
- Language options
- Options for people with disabilities
- More information on impact of gift
- Search box option
- Other (please specify)
- COMMENTS

10. Although you have not visited the NevadaGIVES website, what elements of a charity website would inspire you to give or get involved in your community?

- Organization's mission and vision statement
- The information found on the NevadaGIVES website
- The information I receive in the NevadaGIVES newsletter
- The accompanying photographs
- A timely posting of current events on the website, in the newsletter or through social media
- A direct plea for help on the website, in the newsletter or through social media
- Other (please specify)

11. What is your preferred option for staying connected? Select all that apply:

- Website
- Newsletter
- Social media
- Not interested in this organization
- Other, please specify

12. What social media would you prefer to receive news of charitable events and giving opportunities? Check all that apply:

- Facebook
- Twitter
- LinkedIn
- YouTube
- None
- Other (please specify)

13. I am more likely to consider donating or volunteering when a nonprofit does the following. Select all that apply:

- Demonstrates transparency in decision making and sound business practices
- Provides a receipt for my donation
- Demonstrates spiritual values
- Provides disclosure of operating expenses and financials
- Provides an opportunity for feedback on a regular basis
- Demonstrates their organization's effectiveness
- Communicates impact of gift
- Has benefitted me, my family or someone I know
- Is recommended by trusted family members, friends and advisors
- Is rated positive by a third-party
- None of the above
- Other (please specify)

14. Have you ever donated to NevadaGIVES?

- YES
- NO

15. If you have given to a charity in the past, what is your preferred method of giving?

- Volunteer
- Cash/Check
- Goods or Services
- Online giving through nonprofit's website
- Online third party site
- Donor Advised Fund
- In person
- I do not practice giving
- Other (please specify)

16. Where is your primary residence?

- Clark County, NV
- In the state of Nevada (outside Clark County)
- Outside Nevada

17. Male/Female

- Male
- Female

18. What is your age range?

- 18 and under
- 19 – 30
- 31 – 40
- 41 – 50
- 51 – 60
- 61 or older

19. What is the highest level of educational degree that you have received?

- None
- GED
- High school diploma (Regular 12 year program)
- Associate/Junior college (AA)
- Bachelor's degree (BA, BS)
- Master's degree (MA, MS)
- PhD
- Professional degree (DDS, JD, MD)

20. What is your total current household income range?

- Under \$45,000
- \$45,001 - \$65,000
- \$65,001 - \$90,000
- \$90,001 - \$150,000
- \$150,000 - \$200,000
- Above \$200,000

Thank You

Your participation in this survey greatly helps NevadaGIVES improve the services they provide to the Southern Nevada community!