



Research Report

Slam Dunk For Diabetes

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SITUATION ANALYSIS

INTRODUCTION & BACKGROUND

“Slam Dunk for Diabetes is a social learning experience for children with diabetes to help them adopt behaviors that will lead to better health outcomes through their lives”; as stated by the founder Monica Joyce. In 2004, Monica started Slam Dunk for diabetes on a mission to “build self-awareness, confidence, knowledge, and skill in decision making for self-management of diabetes.” Slam Dunk delivers this social learning experience and mission in lowly socioeconomic neighborhoods through basketball camps in parts of Illinois, Indiana, South Dakota, Tennessee, and Wisconsin. The end goal is to expand Slam Dunk beyond where it currently stands and into a turnkey operation across the country in areas and cities that need this camp.

There is no denying the success Slam Dunk has had over the last 15 years but there are obstacles that are standing in the way of its primary objectives, specifically expanding. To put it clearly, funding is the biggest issue. There is a great need to seek and retain donors and to figure out the groups that would be most beneficial to raising funds, and which fundraising strategies/techniques would yield the best results/most responses. The second biggest issue is having the time, people, and support to help with expanding and growing Slam Dunk. More importantly for this issue is getting people who actually want to help and see the camp grow.

STRENGTHS

ISSUE VISIBILITY AND GROWTH: The nonprofit deals with a health issue that has a public health focus. Diabetes is a growing issue for numerous children and being seen as bigger issue each day.

FOCUS: Slam dunk is doing more than just educating and advocating they are teaching kids in the NOW to manage their diabetes by teaching the necessary skills, creating a supportive community for kids who already see themselves as outsiders.

ACKNOWLEDGED SUCCESS: Beyond just expanding, they are receiving requests to provide operational guidance for developing Slam Dunk camps in high-risk communities.

AGE RANGE: Accepting children from ages 5-18 opens the doors wide open to expansion and gives any child, pre-teen, and teen a chance to get their diabetes under control or even just a place to feel welcomed and not alone. Early age mitigating some of the risk of poor health outcomes for less fortunate.

OPERATION: Operates in local urban communities paired with basketball, a game many children in these areas can relate to, enjoy the game, and a commonality (Non-profit < community). Free to the kids including a facility, medicine (supplies), etc.

SUCCESS: Health outcomes improve in 1 in 5 kids.

Slam Dunk has a solid foundation and vision with clear objectives that are obtainable. The ambitions are reachable. Once a person comes into contact with Slam Dunk they have nothing but respect and positivity about what is occurring inside and around the non-profit.

WEAKNESSES

RECRUITMENT: The organization needs a more solid foundation. Monica seems to be running the organization by herself along with a full-time job. Recruiting a dedicated and experienced team will get things accomplished more efficiently.

DONOR LOYALTY: The organization needs to find an individual or organization that will consistently donate every year as well as continuing to write grants to the government. The organization needs to create stronger relationships with donors and sponsors.

MISSION STATEMENT: As you will find in our secondary research below, creating a more simple and clear mission statement is beneficial to an organization. Developing a clear mission statement makes it easier to get the message out and connect with possible sponsors/donors.

STRATEGY: The organization needs to develop a better strategy to target its publics. It also can increase its digital presence and connect with people through stories.

OPPORTUNITIES

PARTNERSHIPS: Being an organization that associates with juvenile diabetes as well as basketball, there is opportunity to partner with other organizations with similar missions. This would increase awareness and could aid in fundraising.

SPONSORSHIPS: Due to multiple camp locations, there are sponsorship opportunities with local businesses and organizations (i.e. doctors offices) for each camp. This will aid in fundraising and camp awareness.

SUCCESS STORIES: By utilizing past members of the camps, the organization can gain success stories to share, spokespeople, volunteers, and/or donors.

RECRUITMENT: The organization has an opportunity to rebuild its board to become more successful by recruiting more experienced and motivated volunteers. By recruiting a stronger board, there will be more follow through with planned events, fundraisers, etc.

OUTREACH: Reaching out through media (i.e. local newspapers) and social media (i.e. blogging outreach program) sources gives the opportunity to increase awareness and program support.

OTHER SPORTS: While the organization focuses solely on basketball camps, perhaps expanding to other sports (i.e. dance) camps could increase camp members, awareness, and fundraising opportunities.

THREATS

UNIQUENESS: While Slam Dunk tries to cater to lower income children who lack at home diabetes management training, the camp could possibly be seen as just another basketball camp or get lost in the shuffle of other summer activities because it lacks proper marketing power.

DONATION FATIGUE: People tend to reach a threshold after donating money to charitable causes. Slam Dunk has to find a way to secure monetary donations before other groups beat them to the punch.

HIGHER COSTS: As a non-profit operating on shoestring budgets, Slam Dunk could be adversely affected if there is a dramatic rise in rental and/or supply costs.

OVER-DIVERSIFYING: The acceptance of many children outside the normal bounds of the original Slam Dunk mission (Type 2, then Pre-diabetics) may be helping more kids, but it may also be hurting the original intent Slam Dunk was created for.

LACKADAISICAL BOARD MEMBERS: Attracting active board members is key. If the people attracted to Slam Dunk can't be encouraged to actively grow and manage the organization, Slam Dunk will never achieve its full potential.

BACKGROUND RESEARCH: FUNDING & RELATIONSHIPS

Nonprofit organizations can look to the government, corporations, and individuals for donations. However, studies show that there are certain divide of who tends to donate and to whom they are donating to. “Far from being random, large funders’ interests often fall into distinct categories. Corporations almost always offer in-kind support focused on hunger and health issues. And individuals tend to give to issues that cross socioeconomic boundaries - like environmental advocacy - and to organizations that have clear, compelling, and simple messages (Foster & Fine).” It is important to search out for donors who are a natural match to the organizations mission. Developing a clear, concise mission statement will help individuals understand the purpose of the organization. “Issues that directly touch middle-class Americans, such as the environment and health, tend to secure broad individual support (Foster & Fine).” Growing nonprofit organizations shouldn’t look only to individuals for donations. “State and local governments are most likely to support human services, employment development, and education organizations. Government also provides most of the financial support for nonprofits that address the needs of low-income Americans (Foster & Fine).” Slam Dunk for Diabetes should continue to write grants to the government. In the long-term, the government would be an invaluable source.

Maintaining relations with donors is extremely important in creating long-term involvement and donor loyalty. “If charities are to succeed in retaining this category of donor, the literature suggests that they need to find ways of improving satisfaction and deepening the bonds that exist between them and their supporters (Sargeant).” There are certain steps a nonprofit organization can take to help build relationships with donors. Nonprofit organizations should first improve their communication with donors. “It is also worth noting that by taking the step of asking donors to specify how they would like to be treated, one is in effect engaging the donor with the organization and requiring the person to think through the desired nature of the relationship (Sargeant).” This offers the donor considerable utility. Some donors may prefer to be given different level donation options, while others may feel more comfortable donating their own specified amount. A donor should be given the option to specify the sort of relationship by choosing how often they receive communication from the nonprofit organization.

“In order for a donor to feel invested in the cause, they must understand the mission and purpose behind the organization (Nixon),” expresses Nixon. Nixon gives insight into how the right donor, purpose, amount, solicitor, and time are all factors that must be considered when looking at potential donors. The NP literature also suggests a number of motivations for firms to become donors. These include enhancing corporate image, firm visibility, tax breaks, CEO interests in the particular cause, and having control over charitable gifts (Williams). You truly need to find someone who cares about your cause and believes in the mission. Finding donors like that will see that retention rate increase among your donors because they want to donate and be associated. Finding the right donors is just as important as finding the right board members and people that make up

your organization. Take a long hard look at your organization to see who and what is truly needed to advance it. Not finding the right donors, and even board members and volunteers, can have an extremely negative effect on your organization. Success does not just happen, it takes a cohesive and well-groomed team for an organization to live up to set expectations. To achieve that take a look at the proceeding areas: What are your organization's top funding initiatives? Why are they the most important? When will funding for these initiatives be needed? How much funding is needed for each one? What additional initiatives are coming down the road? How do these initiatives help your organization fulfill its mission? Why are these initiatives compelling and unique to your organization? Is your "organizational house" in order?

"For the first time in almost a decade, donor retention rates are on the rise" (bloomerang, 2014). It's because organizations are ensuring that potential donors know as much as possible about your organization can be the difference between a small or big donation, a repeat or single donation. Monthly donors give 42% more in one-year than one-time donors (nonprofittech for good). But you need to understand that for some potential donors it's a big commitment to become a donor. You want them to feel comfortable and confident that their commitment to you is a good one. Be blunt and ask them if they have any reservations about becoming a donor. One also needs to be aware that online communication is the hottest trend out there and the popularity continues to grow daily. "Fifty-five percent of those who engage with nonprofits via social media have been inspired to take further action" (Williams). Investing in a social and online presence can have a monumental impact on the organization. It can not only lead to followers for the organization but it can also lead to potential donors and volunteers. Some that you may not even be able to reach currently without an online presence. An online presence can also lead to efundraising like mobile text to give.

Before going out in search to find donors, an organization needs to organize within its own makeup. "Areas such as board and staff composition, provision of programs and services, and commitment of leadership (both board and staff) are areas that require attention and action before the organization can address fundraising and donor relations (Newman)." It is important to have a structured organization in which everyone involved knows his or her part, and efficiently gets it done. It is the job of leadership to find individuals that are putting their time and effort in because of their firm belief in what the organization is doing. When potential donors see a strong operational structure that is guiding a strong mission, they will feel more confident investing in the organization.

BACKGROUND RESEARCH: SUCCESSFUL BOARDS/RECRUITING

A board must be successful internally prior to being successful externally. In order to ensure success, there must be effective governance within the board (Lo Bianco). The responsibilities of each position and the organization as a whole must be stated and understood by each member (King). These responsibilities should be noted in detail in the organization's bylaws, but also verbalized in a comprehensive manner to board members. Education for a new recruit is highly important. In order for them to be successful, the board must set them up for success by understanding their duties (Lo Bianco).

Once all responsibilities are understood, a checks and balances system must be put in order for the organization to be successful (Lo Bianco). A checks and balances system is an effective way to avoid corruption and catch corrupt board members. A checks and balances system also helps avoid social loafing, as well as allowing board members to systematically check that fellow members are meeting their goals.

Goals and goal achievement are the foundation of any successful board. Goals must be set on an individual level and an organizational level (Lo Bianco). Individual goals pertain to the organizational goals, and overall benefit the mission of the nonprofit. Referring back to the checks and balances system, goal evaluations should be created as a way to keep track of goal achievements. "Since there are seldom many extrinsic rewards (such as money) for being on a board, you must capitalize on intrinsic ones (such as self-satisfaction and a sense of achievement) to motivate people" (King). Feedback, positive and negative, are also pertinent to successful board members.

Interaction and distribution of power of the board members are also correlate with success of a board. "Studies indicate that performance positively correlates with more boards that operate in a more decentralized manner" (Brown). In other words, not having a central source of power, and having all members contribute enhances performance. Stronger entrepreneurial orientation positively correlates with boards that are more active, cohesive, and progressive (Coomes, Morris, Allen, Webb). A board must continually be working towards its goals together and in a progressive, rather than conservative, manner.

Just like other aspects of running and building a non-profit, board construction also requires strategic thinking to get advantageous results. Having a board that proactively works for the benefit of your organization is the best way to ensure growth. "Boards of directors generally play a relatively more active and instrumental role in guiding and controlling NPOs than what is common in for-profit firms (Coomes, Morris, Allen, Webb)." To find these active board members, it is important to keep certain criteria in mind. "A stronger entrepreneurial orientation within non-profit organizations will be associated with a board that is more progressive, active, and cohesive than conservative, passive, and fractionalized in its behavior orientation (Coomes, Morris, Allen, Webb)."

This demonstrates it is important for boards members to always be looking for ways to improve, but also willing to be flexible about divesting from failure, and refusing to fall back into old habits.

Specific behaviors of successful board entities can also be looked at in tangible forms. "...it is has been demonstrated that the board's vigilance with setting expectations and clarifying responsibilities (Herman and Tulipana), active participation in developing board members (Jackson and Holland), willingness to invest more time (Cornforth), and regular evaluation of its own effectiveness (Holland) are associated with performance outcomes (Coombes, Morris, Allen, Webb)." By finding volunteers and confederates exhibiting willingness to buy into those behaviors, a director can expect better return on their investment.

Also important in the process is having board members who believe they are a part of the mission. "The engine of a business is the worker that provides skills and services. Similarly, workers are the reasons why organizational cultures persist and why organizational cultures are also susceptible to change. Implementing a new culture, organizational structure, or strategic plan requires leaders to engage and empower their staff to take ownership of the process. The success of an organization is contingent on the psychological contract, which details shared expectations of job responsibilities between the follower and the leader (Lucas & Kline)(Clark)." There needs to be investment across the entire organization to create a culture of communal building. Workers can't be used as cogs. However, that doesn't mean that the overall strategy shouldn't be specifically defined to create clear and concise understanding of what is expected. There are steps that can be taken to ensure better board effectiveness. "...four variables explained 45 percent of the variance in board effectiveness. These were in order of importance: 1) The board has a clear understanding of its role and responsibilities. 2) The board has the right mix of skills and experience, and board members had the time to do the job well. 3) The board and management share a common vision of how it should go about achieving its goals. 4) The board and management periodically review how they are working together (Cornforth)."

INFORMATION NEEDED

In looking at what we uncovered in secondary research and referencing what we want to accomplish there is still much information and work needed. We really need to obtain more specific (demographic, psychographic, etc.) on fundraisers, donors, and board members that will help make this a success. And with figuring out these specifics we will be able to better recommend the best way to go about finding these people and funds. We still need to uncover drivers behind donating and how we can go about better utilizing funds, time, and resources (primarily people) because we know not everything will just fall in place. Yes, we are providing research and recommendations to achieve the primary objectives for Slam Dunk but there needs to be a realistic approach to it all, even our research, to be able to truly get on the right track.

Research Question #1

What are motivators and drivers that lead people to donating, volunteering, and wanting to help out with a greater societal need?

Research Question #2

What is the best approach in getting and retaining repeating donors?

INTERVIEW/FOCUS GROUP REPORT

The goal of both our in-depth focus group and interviews was to obtain greater insight into the areas of board structure/organization and fundraising/volunteering; particularly looking at what types of attributes make these areas successful. The hope is to take these insights gained and conceptualize them for the benefit of Slam Dunk for Diabetes nonprofit. More specifically we guided the focus group and interviews to uncover the day-to-day ins and outs of a board (from meetings to action plans to recruiting), successful fundraising adventures, and also, in an effort to gain more insight into the perception of Slam Dunk for Diabetes, we showed videos to the focus group and obtained their thoughts after viewing.

While keeping in mind time and our resource availability we chose to use convenient sampling for both our focus groups and interviews. Although we were not able to sample the likes of big money corporations or well-known successful nonprofit organizations, we were able to gain insight into the areas we set out to uncover as stated above. We were fortunate to have participants that have experience being on boards (many in high positions) and also in both fundraising and volunteering. We feel we gained a high level of useful insight to relay back to Slam Dunk for Diabetes.

INTERVIEW WRAP-UP

Focus Group:

Participant #1: woman, 45-55years. High school athletic boosters board member, serving multiple times as treasurer and secretary

Participant #2: woman, 45-55years. Township youth cheer and pom board and athletic boosters board

Participant #3: woman, 45-55years. Township youth cheer and pom board, president one year. Athletic boosters board. Township youth dance board, second in charge (basically a vice president)

Participant #4: man, 45-55years. Youth baseball board for 10 years, president for 6. Athletic Boosters board. Youth father-son/father-daughter program, president 1 year.

Participant #5: man, 45-55years. several military boards, president a few times. Township youth dance board. Athletic boosters board, VP for 1 year, president for 3 years

5 board members, multiple executive positions on several nonprofit boards

- Why serve
- o Get involved with your child's activities

- o “If you don’t like the way things are going, do it yourself”
- o Past family members have served on boards
 - Recruiting
- o Recruit people who have a collective knowledge/experiences with boards
- o “Make sure everybody has only 1 position so people do not get burnt out”
- o Make sure the person is there to help your mission, not just as a resume builder
 - Rewards
- o Being recognized
- § Name is on the wall of the gym for serving for a certain amount of time
- o End of year thank you meals/meetings
- o Certificates of recognition
 - What doesn’t work and how to fix it
- o Write the negative things into bylaws to avoid
- o Do not let everybody have all privileges. Break down the entire board into different groups (i.e. most involved, involved, and barely involved). The more involved you are, the more privileges you have to the board’s decisions and actions
- o External audits are HUGE (annually). This avoids and allows to catch corruption. “Checks and balances are so important in avoiding corruption. Too many times have there been issues with board members stealing from the nonprofit”
 - Slam Dunk
- o Get a professional grant writer
- o Get completely away from the NBA and pharmaceutical donations for money/cash. You should look to those for supplies, but not monetary donations. Go to automotive companies, insurance companies, and basically anything that has not taken a hit in the economy or is coming back, banking, etc. to fundraise monetarily.
- o Search out people who need a feel good story about themselves, someone who has messed up in the news and take them to do something good

Interviews:

Interviewer #1 – Mid-twenties, male. This person is active in multiple non-profits and holds a full-time job outside of his volunteer duties.

- Why Serve
- o Opportunity to give time and talent without being a gift donor
 - Board Meetings
- o Monthly
- o Each committee/sub-committee gives updates.
- o Acts on recommendations and figuring out next steps – “This is where a lot of people get lost. People like the idea of serving, but the nuts and bolts bore a lot of people. It isn’t glamorous, and it isn’t fun for a lot of people.”
 - Action Plan
- o You have to realize this thing is just as important as your job.
- o Create a personal action plan with deadlines and let that fit into the larger plan
 - Managing slackers
- o You have to find people who are committed.
- o Sometimes you have to assume other people’s work you don’t want to do.

- o Sometimes you have to thank people for their time and go in another direction. – “Vetting is so important. Sometimes it can be better to deal with the devil you know. If you are forced to relieve someone of their duties, make sure you have a known quantity to take their place.”
- Board member qualities and motivators
- o Board members need to understand that sometimes the work isn’t the most glamorous.
- o It is about dedication to the mission.
- o Make sure they are praised for their success.
- o The human element is key. Love board members and encourage them.

Interviewer #2 – Early forties, male. This person is the president on various boards and holds a CEO position while also volunteering at various organizations.

- Why Serve/Volunteer
- o Personal/Professional growth and integration into the community
- Board Meetings
- o Monthly
- o Everyone has a voice
- o Ensure that it’s taken seriously, meetings like it’s for his own company
- Action Plan
- o Needs to be coherent agreement when setting plans – “There is nothing worse then moving on with things when not everyone is on the same page.”
- o Attainable and manageable goals and objectives
- Recruitment/Rewards
- o Ensure everyone is there for a reason and that they want to be there
- o Reward and recognition, make every effort to make the board cohesive
- Fundraising
- o Dedication is #1, in terms of fundraising: funds are there and obtainable but having the time and dedication is key – “I take as much consideration as bringing on boards as I do with brining in new employees at my company.”
- o Corporations are looking for you but you have to look for them more intensely

INTERVIEW ANALYSIS

All in all, we gained valuable insight into the areas of board structure/organization and fundraising/volunteering. The major insights that came out of both the focus group and the two interviews were to have board members who are knowledgeable but more importantly want to be there and want to help the cause; more specifically dedication to the mission. There also needs to be a sense of importance, everyone should treat the board as if it were for their own company; the plan that is outlaid effects the livelihood of the entire organization.

A constant in the focus group and the interviews that intertwined with what we have learned about Slam Dunk is that time is a huge constraint. It is something Slam Dunk struggles with and we believe from what the insights gained that creating that structured board and having committed board members can greatly alleviate the issue of time. A

large part of this we learned is that everyone has and knows their part on the board, cohesiveness is huge in saving time that may be allocated to members figuring out their roles and doing the wrong job or flat out not doing a job at all.

In terms of volunteering, we really wish we could have gained greater insight but some were uncovered that will hopefully be beneficial to Slam Dunk. Interviewee number 2 largely described self-identification and personal growth during the interview. As a CEO he still finds time to volunteer and help with fundraising, whether it be on his own time or his company's time. Other insight that was gained, more specifically for board members but can be related to volunteers is the idea of recognizing people for their time and effort in whichever role they may be in. Make everyone, volunteer or board member, feel as though they are making a difference and it's being noticed.

Finally, through our focus group we learned a little about what people currently believe about diabetes which included the ideas of being just insulin dependent, they can do whatever they want, and our sample don't see the disabilities. Our focus sample also threw out ideas to benefit Slam Dunk which included: having medical doctors or their wives serve on the board, parents that are able to help, past campers, people with the personal stake in the area/kids/etc. and take the time to research the people who have the personal interest in the program. The Slam Dunk videos can do a lot of pulling in, "it's awesome". Have it on the homepage of the website and present them along with the mission to the areas that have the money. Find people in each town who are invested, to at least be involved volunteering for that specific camp.

INTERVIEW GUIDE

Basic introductions and statements for how we are recording answers (let them know they are being videotaped, etc).

Being on a Board

- For the sake of our transcript, let's start with who everyone is and what experience they have serving in the non-profit sector.
- What attracted you to the idea of serving in a board member role?
- What were you expecting the job to be when you first got involved and how did that differ from the reality? (Possibly two separate questions)
- Walk us through a typical board meeting.
- What is the process for creating a long term action plan?
- Walk us through what your board does to make sure goals are met.
- Let's say you are part of a project team, and someone isn't meeting their benchmark.

How do you handle those interactions since it's a volunteer capacity?

- What qualities do you often see in good board members?
- What actions can directors use that positively affect active involvement from their board?

· If you had to start a board, what would be your process for creating it? What kind of people would you fill it with?

Slam Dunk

- Let's switch gears. What kind of images do you typically think of when someone mentions juvenile diabetes?

- What types of activities do you think juvenile diabetics can and can't do based on their condition?

Show the videos of Slam Dunk

- How does the message get across? Is it effective?

- What makes the video engaging?

- When you see that video, does it make you want to learn more? Does it change the way you look at juvenile diabetes?

- Let's imagine you are sitting on the board for this NPO. What strategies would you use to attract talented workers and board members?

- What would you do to promote this organization and elicit donations?

- From your experiences, what would you recommend the board of directors for Slam Dunk focus on in order to grow?

SURVEY ANALYSIS

INTRODUCTION

The goal of our survey is to research people's opinions and activities related to charities and non-profit organizations in general, as well as in regard to a local nonprofit that serves children and teens with diabetes. Our survey begins with questions about respondent's experiences with volunteering or donating to charities, nonprofit organizations, or any other special causes. The next block in our survey contains questions about the ways respondents get their information about charitable causes. The next series involves questions about respondent's knowledge and experience with diabetes. The final survey questions are about the survey respondents' demographics.

METHOD

We used a quantitative survey as a method for this task. Our secondary research of reading journal articles and conducting interviews and a focus group produced more qualitative information. A quantitative survey provided us with more concrete numbers to further support our populations' beliefs and opinions. Due to limited time and budget, we used a convenience sampling method. The limitation is that we employed a bias and chose members of our population that was convenient for us. In turn, our surveyed population wasn't random and didn't have an equal chance of being selected. Our survey was designed, administered, and analyzed using Qualtrics. The survey went live on March 2, 2015 and closed on March 14, 2015.

VARIABLES

Within our survey we asked respondents to tell us the probability of donating through different means like phone, email, or events. We wanted to be able to tell Monica what methods work best, and how she can tailor her donor outreach to maximize financial returns. We asked if they had used crowdfunding sites, and we asked about their likelihood of giving based on different techniques. We even expanded the idea of giving to include time. We asked what events and activities people usually get involved with and how often the person gets involved with a charity over the course of a year. We also wanted to quantify what people are typically using social media for. As we look to expand Slam Dunk's outreach efforts, we want to know if utilizing 21st century communication channels would seriously benefit them. We asked respondents to tell us what social media sites they typically use, what their primary focus is when using them, and how often they use social media.

One variable we measured was awareness. Specifically, awareness and perceptions of the Slam Dunk for diabetes and diabetes. Question 30 stated, "How knowledgeable would you say you are about each of the two types of diabetes? (People with Type 1 have a total lack of insulin and those with Type 2 have too little or cannot properly use insulin.)"

Respondents had to select their level of knowledge about type 1 and type 2 diabetes on a scale of (1) Poor to (5) Excellent, or choose that they were unaware of the type of diabetes. Question 31 asked, “To what extent do you agree or disagree with the following statements?” Respondents selected an answer on a scale of (1) Strongly Agree to (5) Strongly Disagree. The following statements that were rated included: (1) It is unsafe for kids with diabetes to play sports; (2) Kids with diabetes are able to participate in sports with supervision; (3) Kids with diabetes can do any physical activity other kids can do; (4) Kids with diabetes are capable of monitoring their own sugar levels. Question 32 asked, “Have you ever heard of the nonprofit organization called Slam Dunk for Diabetes? (It provides free basketball camps to children and teens with diabetes to help them learn to live active lives while controlling their diabetes.)” Respondents had to choose either yes or no. One last question that was used to measure awareness was question 34 which asked, “Do you or someone you know have diabetes?” Respondents selected any of the choices from the following: I have a family member with diabetes; I have a friend or coworker with diabetes; I have diabetes; I do not know anybody with diabetes.

A second variable we measured was donation preference. Question 4 asked, “If you are considering donating money, goods or your time to a charity, special cause, or nonprofit organization, how important would each of these factors be to you?” Respondents rated factors on a scale of (1) Very Important to (5) Not Important At All. The factors included: Mission of the organization; Time of year; Personal experience with the cause or organization; How well known or established the requesting organization is. Question 8 asked, “Think about some of your recent donations to charities, causes or nonprofits. Where did you hear about the opportunity to donate to that cause?” Respondents selected any of the choices from the following: Personal invitation/request from someone I know; Read about it on social media (such as Facebook, Twitter, etc.); Heard about it through an organization I belong to, such as religious community, school, work, or recreational group; Received a request directly from the organization (though email, mail, phone or other means). Respondents also had the option to select and describe “other.” Question 10 asked, “In which way do you prefer to donate money?” Respondents chose from one of the following that they most prefer: Online; Regular Mail; Telephone; In-person, Other. Question 12 asked, “Think about times you have donated money to a cause. What motivated you to donate?” Respondents checked any that applied from the following: Tax deduction; Moral responsibility; Feeling emotionally moved by someone’s story; Wanting to create a good image for myself; Religious reasons; To feel connected to the community; I was connected to the organization in some way. Respondents also had the option to select and describe “other.” Question 13 asked, “We are asked to donate to causes in a variety of ways. In general, how are you likely to respond to each of the following strategies?” Respondents rated eight different ways of donating on a scale of (1) Very Likely to Donate to (4) Very Unlikely to Donate. The variety of ways included: Phone solicitation; door to door solicitation; email solicitation; TV campaigns; Mail solicitation; In-person activities (i.e. bake sales, silent auctions, etc.); Social media campaign (Facebook, Twitter, etc.); Other.

ANALYSIS

The first univariate analysis we performed was used to measure the awareness of Slam Dunk for Diabetes and the different types of diabetes. Question 32 asked, “Have you ever heard of the nonprofit organization called Slam Dunk for Diabetes?” In a total of 87 responses, a majority of respondents (69%) said they have never heard of Slam Dunk. (Graph in Figure 1) Question 30 stated, “How knowledgeable would you say you are about each of the two types of diabetes?” Overall, the largest percentage of respondents had fair knowledge about type 1 (33.72%) and type 2 (27.06%) diabetes . (Graph in Figure 2)

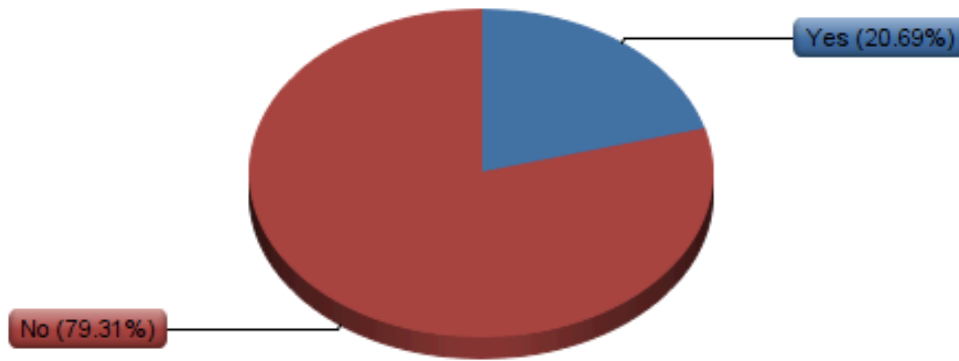
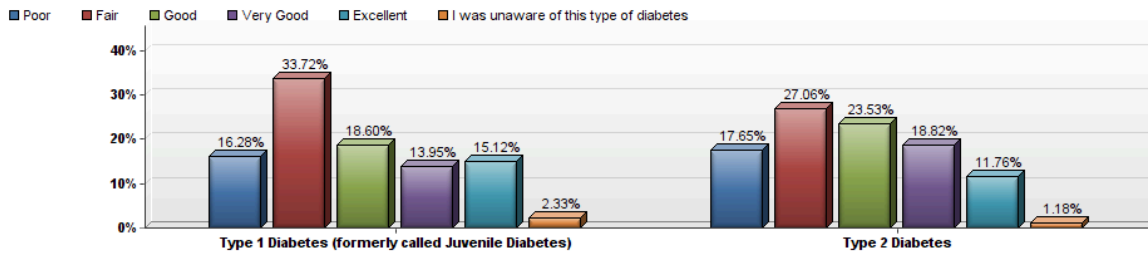


FIGURE 1



#	Question	Poor	Fair	Good	Very Good	Excellent	I was unaware of this type of diabetes	Total Responses	Mean
1	Type 1 Diabetes (formerly called Juvenile Diabetes)	16.28%	33.72%	18.60%	13.95%	15.12%	2.33%	86	2.85
2	Type 2 Diabetes	17.65%	27.06%	23.53%	18.82%	11.76%	1.18%	85	2.84

FIGURE 2

Another univariate analysis we performed was used to measure motivations for donating. The first question was about the different factors that were important for respondents when they consider donating. Question 4 asked, “If you are considering donating money, goods or your time to a charity, special cause, or nonprofit organization, how important would each of these factors be to you?” Respondents rated factors on a scale of (1) Very Important to (5) Not Important At All. 75% of respondents said that the mission of the organization was very important. 35% of respondents said the time of year was somewhat important to unimportant. 45% of respondents said that personal experience with the cause or organization was somewhat important. 46% of respondents said that how well known or established the requesting organization is was somewhat important. (Graph in Figure 3) The second question asked directly about the different motivations for donating. Question 12 asked, “Think about times you have donated money to a cause. What motivated you to donate?” The top three motivations for donating were “moral responsibility” (70%), “feeling emotionally moved by someone’s story” (67%), and “I was connected to the organization in some way” (53%). (Graph in Figure 4)

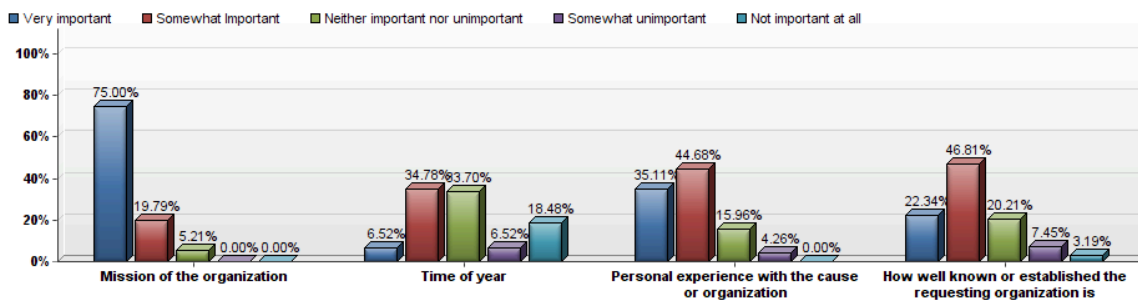


FIGURE 3

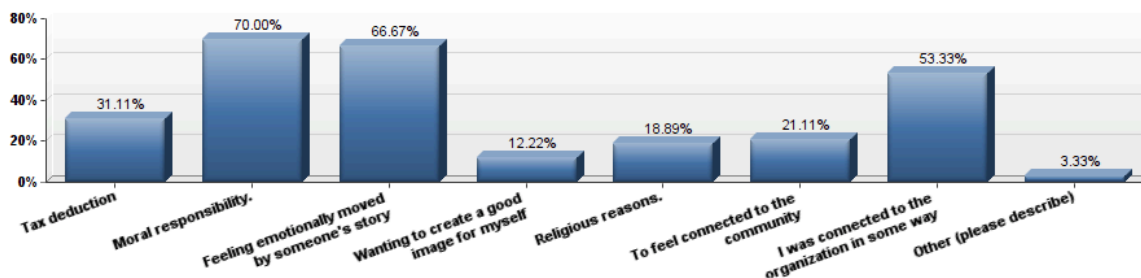


FIGURE 4

A third univariate analysis we used to measure how often respondents volunteer. Question 19 asked, “How frequently are you involved in volunteering for a charity or nonprofit organization? Check the answer that most closely fits your experience in the past year.” Respondents chose from the following: 1-2 times a year; 3 or more times a year; monthly; every other week; weekly; daily; I do not currently volunteer. 31% of respondents said they volunteer 3 or more times a year. 27% of respondents volunteer 1-2 times a year. The chart is showing that people are volunteering, but only a few times throughout the year. (Chart in Figure 5)

#	Answer	Response	%
1	1-2 times a year	24	27%
2	3 or more times a year	27	31%
3	Monthly	13	15%
4	Every other week	4	5%
5	Weekly	10	11%
6	Daily	0	0%
7	I do not currently volunteer.	10	11%
	Total	88	100%

FIGURE 5

Another univariate analysis we performed was used to measure respondent’s opinion of the importance of social media. Question 25 asked, “In your opinion, how important do you think it is for a nonprofit, charity or social organization to have a presence on Social Media?” Respondents were asked to select: very important, neither important no unimportant; very important. 64% of respondents thought that it is very important for an organization to have a social media presence. (Chart in Figure 6)

#	Answer	Response	%
1	Very Important	57	64%
2	Neither Important nor Unimportant	32	36%
3	Very Unimportant	0	0%
	Total	89	100%

FIGURE 6

A final univariate analysis we used to measure how respondents prefer to donate money. Question 10 asked, “In which way do you prefer to donate money? Choose the one you most prefer.” Respondents chose from the following: online; regular mail; telephone; in-person; other. The data showed the 54% of respondents prefer to donate online, while 35% prefer to donate in-person. This tells us that when fundraising, Slam Dunk for Diabetes should avoid mail or telephone campaigns. They should focus on in-person fundraising techniques and online campaigns, perhaps social media. (Graph in Figure 7)

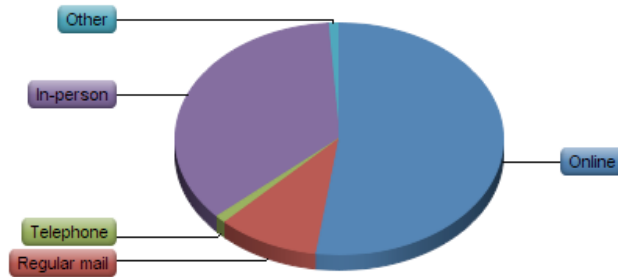
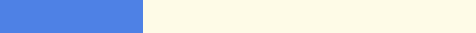



FIGURE 7






Additional Survey Demographic Information:

#	Answer	Response	%
1	17 or younger	1	1%
2	18-24 years old	30	35%
3	25-34 years old	19	22%
4	35-44 years old	9	11%
5	45-54 years old	14	16%
6	55-64 years old	11	13%
7	65 or older	1	1%
	Total	85	100%

AGE BREAKDOWN

#	Answer		Response	%
1	Male		25	30%
2	Female		58	70%
	Total		83	100%

GENDER BREAKDOWN

#	Answer		Response	%
1	Under \$20,000		19	22%
2	\$20,000 to \$39,999		11	13%
3	\$40,000 to \$59,999		11	13%
4	\$60,000 or above		30	34%
5	I prefer not to answer		16	18%
	Total		87	100%

INCOME BREAKDOWN

We performed a bivariate analysis between questions 17 and 23 to measure how social media users prefer to spread the word about a charity or cause’s fundraising effort. Question 17 asked, “Have you ever spread the word about a charity’s or cause’s fundraising effort?” Respondents from all of the following that apply, including: Personal Contact (phone, email, mail, in-person); Facebook, Twitter, Instagram, Google+, and other. Out of the 57 respondents that use social media, 70% still prefer personal contact as one of the most important ways of spreading the word. But, 68% of them said Facebook is the other biggest way of spreading the word. To supplement those findings, we also included question 25 which asked, “In your opinion, how important do you think it is for a nonprofit, charity or social organization to have a presence on social media.” Out of the 65 respondents that said they use social media, 83% think that it is very important for a nonprofit organization to use social media. (Chart in Figure 8) It would be a good idea to create a paid social media campaign on Facebook to spread the word about Slam Dunk for Diabetes. The public that doesn’t already follow Slam Dunk on Facebook could get exposed to the advertising message and share the message on Facebook and by personal contact.

		Do you use Social Media? Consider online platforms such as Facebook, Twitter, Instagram, LinkedIn...		Total
		Yes	No	
Have you ever spread the word about a charity's or cause's fundraising effort? If so, how did you...	Personal contact (phone, email, regular mail, or in person)	57 70.37%	4 50.00%	61 68.54%
	Facebook	55 67.90%	2 25.00%	57 64.04%
	Twitter	20 24.69%	0 0.00%	20 22.47%
	Instagram	12 14.81%	0 0.00%	12 13.48%
	Google+	3 3.70%	0 0.00%	3 3.37%
	Other	5 6.17%	2 25.00%	7 7.87%
	No, I have not told others about charitable opportunities	10 12.35%	2 25.00%	12 13.48%
Total		81 100.00%	8 100.00%	89 100.00%
In your opinion, how important do you think it is for a nonprofit, charity or social organization...	Very important	65 83.33%	2 28.57%	67 78.82%
	Neither Important nor Unimportant	13 16.67%	5 71.43%	18 21.18%
	Very Unimportant	0 0.00%	0 0.00%	0 0.00%
Total		78 100.00%	7 100.00%	85 100.00%

FIGURE 8

We performed another bivariate analysis between questions 3 and 4 to measure the relationship between the different factors people considered when donating with the nonprofit organizations of interest. Question 3 asked, “What kinds of nonprofits, charities, or social causes interest you?” Respondents could select all that applied from the following: health-related issues; social welfare; children; elderly; animals; environment; education; none; other. Question 4 asked, “If you are considering donating money, goods or your time to a charity, special cause, or nonprofit organization, how important would each of these factors be to you?” Respondents rated factors on a scale of (1) Very Important to (5) Not Important At All. The factors included: Mission of the organization; Time of year; Personal experience with the cause or organization; How well known or established the requesting organization is. We chose to exclude “Time of Year” in this analysis as Figure 3 showed that it wasn’t an important factor when considering donating. 70% of respondents that thought the “mission of the organization” was important when donating were interested in causes that dealt with children. 57% that thought the “mission of the organization” was important when donating were interested in health-related causes. 72% of respondents that thought “personal experience with the cause or organization” was important when donating were interested in causes that dealt with children. 54% that thought “personal experience with the cause or organization” was important when donating interested in health-related causes. 71% of respondents that thought “how well known an organization is” was important when donating were interested in causes that dealt with children. 57% that thought “how well known an organization is” was important when donating interested in health-related causes. (Chart in Figure 9)

		What kinds of nonprofits, charities, or social causes interest you? Check all that apply.								Total	
		Health-related causes	Social Welfare (Hunger, Poverty, etc)	Children	Elderly	Animals	Environment	Education	None		Other
If you are considering donating money, goods or your time to a charity, special cause, or nonprof... - Mission of the organization	Very important, Somewhat Important	52 57.14%	53 58.24%	64 70.33%	24 26.37%	44 48.35%	37 40.86%	49 53.85%	0 0.00%	14 15.38%	91 100.00%
	Neither important nor unimportant	3 75.00%	2 50.00%	4 100.00%	1 25.00%	2 50.00%	1 25.00%	2 50.00%	0 0.00%	0 0.00%	4 100.00%
	Somewhat unimportant, Not important at all	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%
	Total	55 57.29%	56 58.33%	68 70.83%	25 26.04%	46 47.92%	38 39.58%	52 54.17%	0 0.00%	14 14.58%	96 100.00%
If you are considering donating money, goods or your time to a charity, special cause, or nonprof... - Personal experience with the cause or organization	Very important, Somewhat Important	41 54.87%	45 60.00%	54 72.00%	18 24.00%	39 52.00%	33 44.00%	45 60.00%	0 0.00%	11 14.67%	75 100.00%
	Neither important nor unimportant	9 60.00%	8 53.33%	11 73.33%	5 33.33%	4 26.67%	3 20.00%	6 40.00%	0 0.00%	2 13.33%	15 100.00%
	Somewhat unimportant, Not important at all	3 75.00%	3 75.00%	2 50.00%	2 50.00%	3 75.00%	1 25.00%	1 25.00%	0 0.00%	1 25.00%	4 100.00%
	Total	53 56.38%	56 59.57%	67 71.28%	25 26.60%	46 48.94%	37 39.36%	52 55.32%	0 0.00%	14 14.89%	94 100.00%
If you are considering donating money, goods or your time to a charity, special cause, or nonprof... - How well known or established the requesting organization is	Very important, Somewhat Important	37 56.92%	36 55.38%	46 70.77%	20 30.77%	32 49.23%	28 43.08%	37 56.92%	0 0.00%	10 15.38%	65 100.00%
	Neither important nor unimportant	8 44.44%	13 72.22%	13 72.22%	2 11.11%	8 44.44%	3 16.67%	8 44.44%	0 0.00%	2 11.11%	18 100.00%
	Somewhat unimportant, Not important at all	8 72.73%	7 63.64%	8 72.73%	3 27.27%	6 54.55%	6 54.55%	7 63.64%	0 0.00%	2 18.18%	11 100.00%
	Total	53 56.38%	56 59.57%	67 71.28%	25 26.60%	46 48.94%	37 39.36%	52 55.32%	0 0.00%	14 14.89%	94 100.00%

FIGURE 9

Another bivariate cross-tabulation we ran was used to compare age and what motivates one to volunteer? We found that the only people who responded with “wanting to create a good image for myself,” although minimal, were people 18-34 years of age. It is not necessarily bad to want to create a good image for oneself, but to be most successful as a board, we want people to serve on the board to support the mission rather than use the experience as a resume builder. What we learned from our qualitative focus group was that when recruiting for a board, you need to bring on people who are in it for the right reasons. Perhaps avoiding this age group, or carefully monitoring it in their recruiting procedures, Slam Dunk for Diabetes could build a stronger executive board.
(Chart in Figure 10)

		What motivates you to volunteer? Check all that apply.								Total
		Tax Deduction	Moral responsibility	Feeling emotionally moved by someone's story	Wanting to create a good image for myself	Religious Reasons	To feel connected to the community	I am connected to the organization in some way	Other (please specify)	
What is your age?	17 or younger	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%
	18-24 years old	5 16.67%	23 76.67%	16 53.33%	5 16.67%	3 10.00%	9 30.00%	13 43.33%	1 3.33%	30 100.00%
	25-34 years old	5 26.32%	15 78.95%	11 57.89%	6 31.58%	2 10.53%	8 42.11%	7 36.84%	0 0.00%	19 100.00%
	35-44 years old	0 0.00%	8 100.00%	2 25.00%	0 0.00%	3 37.50%	4 50.00%	3 37.50%	0 0.00%	8 100.00%
	45-54 years old	1 7.14%	7 50.00%	7 50.00%	0 0.00%	4 28.57%	8 57.14%	6 42.86%	2 14.29%	14 100.00%
	55-64 years old	0 0.00%	5 50.00%	5 50.00%	0 0.00%	3 30.00%	4 40.00%	5 50.00%	1 10.00%	10 100.00%
	65 or older	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Total	11 13.25%	60 72.29%	42 50.60%	11 13.25%	16 19.29%	34 40.96%	35 42.17%	4 4.82%	83 100.00%

FIGURE 10

RECOMMENDATIONS

- Focus your donation strategy on in-person and online mediums. Personal investment is key to gaining donations. This is done best when a donor feels a buy-in with the mission, and the organizers.
- Increase social media presence. As your organization ages, your donor base will be demographics that rely more and more on social media to communicate. Failure to utilize this medium will inhibit your ability to grow and reach potential donors.
- Concentrate on personal stories. Our research shows donors respond to causes they personally connect with. Building pathos within your outreach will link your audience's will to give with a personal connection that attracts them to your organization.
- Provide resources for diabetes education. Many responses in our research had little to no knowledge of diabetes, and the differences between types. Understanding the issue can lead more people to fully realize the impact their donations may have on helping these children, especially with Type 1 diabetes.
- Create a retention system to maintain your donor base.

CHARITABLE CAUSES SURVEY

Q1 Thank you for agreeing to take our survey. This survey is being done as part of a class project at DePaul University. We are conducting research on people's opinions and activities related to charities and non-profit organizations in general, as well as in regard to a local nonprofit that serves children and teens with diabetes. We greatly appreciate you sharing your thoughts and opinions with us -- there are no right or wrong answers, we just want your honest opinions and recollections. All responses will remain confidential. Most of the questions are quick and easy to answer, and the survey should take no more than ten minutes of your time. If you have any questions or would like more information, please email us at jstantz@depaul.edu.

Q2 First, we would like to learn about your experiences volunteering or donating to charities, nonprofit organizations, or special causes.

Q3 What kinds of nonprofits, charities, or social causes interest you? Check all that apply.

- Health-related causes (1)
- Social Welfare (Hunger, Poverty, etc) (2)
- Children (3)
- Elderly (4)
- Animals (5)
- Environment (6)
- Education (7)
- None (8)
- Other (9) _____

Q4 If you are considering donating money, goods or your time to a charity, special cause, or nonprofit organization, how important would each of these factors be to you?

	Very important (1)	Somewhat Important (2)	Neither important nor unimportant (3)	Somewhat unimportant (4)	Not important at all (5)
Mission of the organization (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time of year (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal experience with the cause or organization (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well known or established the requesting organization is (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 In recent years, groups or individuals seeking donations have sometimes used internet-based (online) crowdfunding sites such as Kickstarter or GoFundMe to raise funds. Have you ever donated money on one of these sites?

- Yes (1)
- No, but I have had opportunity to do so (2)
- No, I have never been aware of an opportunity to donate on a crowdfunding site (3)

If Yes Is Selected, Then Skip To Which, if any, of the following crowd...

Q6 Which, if any, of the following crowdfunding websites have you used to donate money? Check all that apply.

- Kickstarter (1)
- Indiegogo (2)
- RocketHub (3)
- FundRazr (4)
- GoGetFunding (5)
- Crowdfunder (6)
- GoFundMe (7)
- Others (8) _____
- None (9)

Q7 Here is a list of some crowdfunding websites. Which of these have you heard of?

- Kickstarter (1)
- Indiegogo (2)
- Rockethub (3)
- Fundrazr (4)
- GoGetFunding (5)
- Crowdfunder (6)
- GoFundMe (7)
- Other (please list) (8) _____
- I have not heard of any of these (9)

Q8 Think about some of your recent donations to charities, causes or nonprofits. Where did you hear about the opportunity to donate to that cause? Check all that apply.

- Personal invitation/request from someone I knew (1)
- Read about it on social media (such as Facebook, Twitter,etc.) (2)
- Heard about it through an organization I belong to, such as religious community, school, work, or recreational group. (3)
- Heard about it in through the media, such as television, radio, newspaper or magazine. (4)
- Received a request directly from the organization (through email, mail, phone or other means) (5)
- Other (please describe) (6) _____

Q9 Have you ever participated (as attendee or volunteer) in any of these fundraising activities? Select all that apply.

- Races (1)
- Bake Sales (2)
- Car washes (3)
- Auctions (4)
- Raffles (5)
- Social events (dinners, dances, etc.) (6)
- Others (please describe) (7) _____
- I have not participated in any of these fundraising events. (8)

Q10 In which way do you prefer to donate money? Choose the one you most prefer.

- Online (1)
- Regular mail (2)
- Telephone (3)
- In-person (4)
- Other (5)

Q11 How important is it to you that a nonprofit, charity or social organization has a presence within the local community?

- Very Important (1)
- Neither Important nor Unimportant (2)
- Very Unimportant (3)

Q12 Think about times you have donated money to a cause. What motivated you to donate? Check all that apply.

- Tax deduction (1)
- Moral responsibility. (2)
- Feeling emotionally moved by someone's story (3)
- Wanting to create a good image for myself (4)
- Religious reasons. (5)
- To feel connected to the community (6)
- I was connected to the organization in some way (7)
- Other (please describe) (8) _____

Q13 We are asked to donate to causes in a variety of ways. In general, how are you likely to respond to each of the following strategies?

	Very likely to donate (1)	Somewhat likely to donate (2)	Somewhat unlikely to donate (3)	Very unlikely to donate (4)
Phone solicitation (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Door to door solicitation (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email solicitation (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV campaigns (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mail solicitation (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In person activities (i.e. bake sales, silent auctions, etc.) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media campaign (Facebook, Twitter, etc.) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify) (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 If you work for a company/organization that supports a charity or cause through sponsorship of activities or direct donations, which types of organizations do they support?

- Medical (1)
- Children (2)
- Social Welfare (3)
- Elderly (4)
- Environment (5)
- Other (6)
- I do not work for a company/organization that donates (7)
- I'm not sure (8)

Q16 On a scale of 1 to 5, with 1 being very likely and 5 being very unlikely, how likely are you to invite family and friends to contribute to a charity or cause that you support? Answer for each of the situations below.

	Very Likely (1)	Likely (2)	Undecided (3)	Unlikely (4)	Very Unlikely (5)
Invite to attend charitable social event (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invite them to donate money (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invite them to sponsor my participation in an event (for example, a walk or race) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 Have you ever spread the word about a charity's or cause's fundraising effort? If so, how did you let people know about the opportunity to donate? Select all that apply.

- Personal contact (phone, email, regular mail, or in person) (1)
- Facebook (2)
- Twitter (3)
- Instagram (4)
- Google+ (5)
- Other (6) _____
- No, I have not told others about charitable opportunities (7)

Q18 After donating, or before you actually donate, how important is it to you to be informed on the organization's handling of issues such as:

	Extremely Important (1)	Very Important (2)	Neither Important nor Unimportant (3)	Very Unimportant (4)	Not at all Important (5)
Budgeting, use of donations (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Administration or operations (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fulfilling the mission of the organization (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Serving the intended person(s) in need (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 How frequently are you involved in volunteering for a charity or nonprofit organization? Check the answer that most closely fits your experience in the past year.

- 1-2 times a year (1)
- 3 or more times a year (2)
- Monthly (3)
- Every other week (4)
- Weekly (5)
- Daily (6)
- I do not currently volunteer. (7)

Q20 What motivates you to volunteer? Check all that apply.

- Tax Deduction (1)
- Moral responsibility (2)
- Feeling emotionally moved by someone's story (3)
- Wanting to create a good image for myself (4)
- Religious Reasons (5)
- To feel connected to the community (6)
- I am connected to the organization in some way (7)
- Other (please specify) (8) _____

Q21 If you donated to a nonprofit organization last year, about how much did you donate all together? Check the box that is the best estimate of the total of your money donations in the past year.

- \$10-\$100 (1)
- \$100-\$500 (2)
- \$500-\$1,000 (3)
- \$1,000 or over (4)
- I did not donate (5)
- Prefer not to answer (6)

Q22 Now we have a few questions about the ways you get your information about charitable causes.

Q23 Do you use Social Media? Consider online platforms such as Facebook, Twitter, Instagram, LinkedIn, etc.

- Yes (1)
- No (2)

Answer If Do you use Social Media? No Is Selected

Q26 If you don't use Social Media, why not?

- I don't have time (1)
- I don't like my information being on-line (2)
- I don't understand it (3)
- Other (4) _____

Answer If Do you use Social Media? Yes Is Selected

Q27 If yes, what do you use social media for? Check all that apply.

- I use it to stay in touch with friends and family (1)
- I use it to stay informed (News, Trends, etc.) (2)
- I use it to make professional connections (3)
- I use it to promote my talents (4)
- I use it to promote my business (5)
- I use it for my place of employment (6)
- Other (7) _____

Answer If Do you use Social Media? Yes Is Selected

Q28 On a daily basis, how many hours do you spend on Social Media for personal use? Consider all activity, such as reading posts, browsing, or commenting.

- 0-1 hours (1)
- 2-3 hours (2)
- 4-5 hours (3)
- 6+ hours (4)

Q25 In your opinion, how important do you think it is for a nonprofit, charity or social organization to have a presence on Social Media?

- Very important (1)
- Neither Important nor Unimportant (2)
- Very Unimportant (3)

Q24 When learning about nonprofits, charities or social causes that interest you, how do you prefer to find your information? Check the ones you most prefer.

- I prefer to find it on TV (Local News, National News, Commercial) (1)
- I prefer to find it posted on Social Media (Facebook, Twitter, Instagram, YouTube etc.) (2)
- I prefer to find it in print (Local Paper, National Paper, Magazines, etc.) (3)
- I prefer to find it on the radio (Public Radio, AM/FM) (4)
- I prefer to find it from a family member or friend (Word of Mouth) (5)
- I prefer to find it on-line (Blogs, Websites) (6)
- I prefer to find it in my in-box (Email Chains, Promotional Emails, etc.) (7)
- I prefer to find it from a stranger (Street Canvassing) (8)
- I prefer to find it in my environment (Posters, Billboards, Flyers, etc.) (9)
- I prefer to find it through my religious affiliation (Church Bulletin, Prayer Group, etc.) (10)
- Other (11) _____

Q29 In the following section, we have some questions about your knowledge and experience with diabetes.

Q30 How knowledgeable would you say you are about each of the two types of diabetes? (People with Type 1 have a total lack of insulin and those with Type 2 have too little or cannot properly use insulin.)

	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)	I was unaware of this type of diabetes (6)
Type 1 Diabetes (formerly called Juvenile Diabetes) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type 2 Diabetes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q31 To what extent do you agree or disagree with the following statements?

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
It is unsafe for kids with diabetes to play sports (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kids with diabetes are able to participate actively in sports with supervision (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kids with diabetes can do any physical activity other kids can do (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kids with diabetes are capable of monitoring their own sugar levels (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32 Have you ever heard of the nonprofit organization called Slam Dunk for Diabetes? (It provides free basketball camps to children and teens with diabetes to help them learn to live active lives while controlling their diabetes.)

- Yes (1)
- No (2)

Answer If Have you ever heard of the nonprofit organization called Slam Dunk for Diabetes? (It provides free basketball camps to children and teens with diabetes to help them learn to live active lives while... Yes Is Selected

Q33 What is your connection with Slam Dunk for Diabetes? Check all that apply.

- Volunteering (1)
- Donating (2)
- I know a camper/volunteer (3)
- I am or was a camper (4)
- I am aware but do not interact with Slam Dunk for Diabetes (5)

Q34 Do you or someone you know have diabetes? Check all that apply.

- I have a family member with diabetes (1)
- I have a friend or coworker with diabetes (2)
- I have diabetes (3)
- I do not know anybody with diabetes (4)

Q35 Finally, we have some demographic questions that we will use for classification purposes.

Q36 Which of the following best describes where you currently live?

- Urban area (city) (1)
- Suburban area (2)
- Rural area (3)

Q38 What is your age?

- 17 or younger (1)
- 18-24 years old (2)
- 25-34 years old (3)
- 35-44 years old (4)
- 45-54 years old (5)
- 55-64 years old (6)
- 65 or older (7)

Q37 Which of the following best describes your ethnicity?

- White (1)
- Hispanic or Latino (2)
- Black or African American (3)
- Native American or American Indian (4)
- Asian/Pacific Islander (5)
- Other (6) _____
- Two or more of the above (7)

Q39 Which of the following best describes your marital status?

- Single, never married (1)
- Married or domestic partnership (2)
- Widowed (3)
- Divorced (4)
- Separated (5)

Q40 What is the highest level of education you have completed?

- Some high school or less (1)
- High school diploma (2)
- Some college (3)
- Associate's Degree (4)
- Bachelor's Degree (5)
- Some graduate school (6)
- Master's Degree or equivalent (7)
- Doctorate, Law or Medical Degree or equivalent (8)

Q41 What is your total annual income before taxes?

- Under \$20,000 (1)
- \$20,000 to \$39,999 (2)
- \$40,000 to \$59,999 (3)
- \$60,000 or above (4)
- I prefer not to answer (5)

Q42 Which status best describes you currently: Are you...?

- Employed for wages (1)
- Self-employed (2)
- Out of work and looking for work (3)
- Out of work but not currently looking for work (4)
- A homemaker (5)
- A student (6)
- Military (7)
- Retired (8)
- Unable to work (9)

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