

What Our Donors Say



OKLAHOMA CITY COMMUNITY FOUNDATION

2019 DONOR PERCEPTION REPORT



In May 2019, the Oklahoma City Community Foundation contracted with the Center for Effective Philanthropy (CEP) to conduct a Donor Perception Survey to learn more about our donors' values, preferences for engagement, giving patterns and satisfaction with our services and resources. For those of you who participated, thank you for your time and candor. Your feedback will help guide our immediate and long-term plans around donor services, communications, community leadership and impact.

The survey was distributed to 600 donors who have an advised fund or have made gifts to a scholarship or charitable organization endowment fund at the Oklahoma City Community Foundation within the last three years. We were pleased that 32% of those contacted participated in the survey. Your candid responses informed us of what we're doing right and recommended areas in which we can improve.

The CEP is a nonprofit organization that has been helping funders evaluate their impact through research and assessments since 2001. The Donor Perception Report has been used by more than 70 community foundations throughout the United States. By partnering with the CEP, we were able to not only measure donor satisfaction against our own goals and standards, but also against the perceptions of donors to other community foundations. The report provides comparative data among a "custom cohort" of 11 community foundations similar in size to the Oklahoma City Community Foundation. Also, because we participated in the Donor Perception Report in 2013, we can compare this year's findings to identify where we have made progress and any areas requiring attention.

I'm pleased to share the following highlights of the 2019 Donor Perception Survey. You may also access the full survey results at www.occf.org/DPR. Please contact me or Jennifer Stewart at (405) 235-5603 with any questions, and thanks again to everyone who participated in this project.

Nancy B. Anthony, President

December 2019

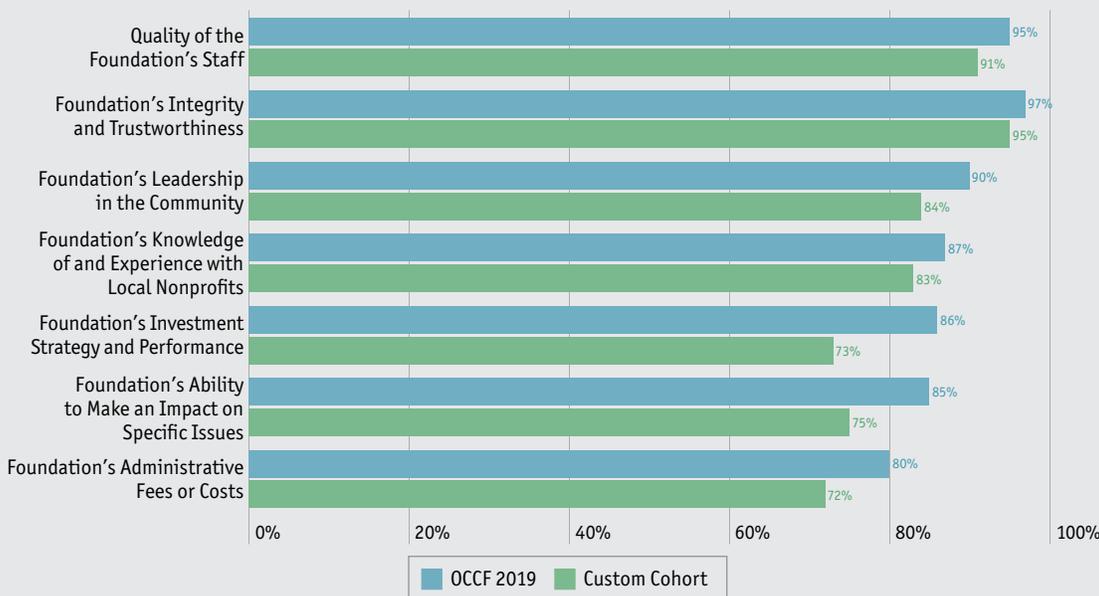
From the 2019 Donor Perception Report

Donors rate their overall satisfaction with the Community Foundation and the likelihood they will recommend it to a friend or colleague higher than typical. Overall, donor perceptions of the Community Foundation are more positive than those of donors at the typical funder in CEP's dataset."

Key Findings

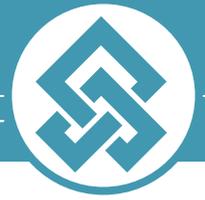
The chart below shows our percentile ranking on key areas relative to the CEP's overall data. Rankings are also shown for the selected cohort of 11 peer community foundations.

Proportion of Donors Satisfied with the Community Foundation's Work in Each Area



Donors describe the Community Foundation as 'a tremendous resource' for their community. Their ratings place the Community Foundation in the top 15% of CEP's comparative dataset for several key measures including: its impact on the community, the responsiveness of its staff and the extent to which the Foundation makes donors feel more connected to their community."

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Motivation for Giving

When asked to select the **most important reasons to conduct charitable giving through** Oklahoma City Community Foundation respondents answered:



Perception of Impact on Community

Donors' ratings reflect **highly positive perceptions of the Community Foundation's impact on and understanding of their local communities.** This is represented in donors' comments, which describe the Community Foundation as "helping to fulfill needs in the city" as well as having the "ability to reflect the interest of all sectors of OKC."

OCCF Ranks Top 10%

Impact on local communities

OCCF Ranks Top 20%

Understanding of local community

"I am able to increase my own impact in my neighborhood through donations to our fund at the Foundation. I've seen the Foundation work with schools, parks and neighborhoods to help increase green spaces, plant trees, etc."

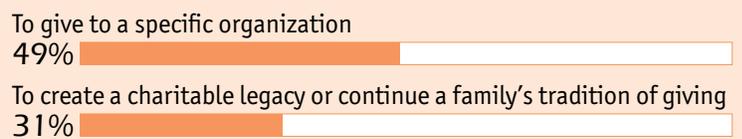
Donors' Use of Community Foundation Resources

When asked to select which **resources or services they used to achieve their charitable giving goals**, respondents' top three selections were:



Donors' Future Giving

Most important reasons for future giving through the Community Foundation:



Proportion of donors likely to give in future



(84% is the average of similar organizations)



Recommendations and Moving Forward

Based on donor feedback, the CEP made the following recommendations that the Oklahoma City Community Foundation will work to address in the future:

- Continue to enhance awareness of the Community Foundation and its work in the community.
- Provide more donors with designated staff contacts
- Provide additional opportunities for donors to share their charitable giving goals
- Encourage donors to use more Community Foundation resources
- Emphasize the value of Community Foundation's services

Find complete survey results at occf.org/DPR.