

Major College

Objective	Determine why alumni don't give
Data Source	Online research among over 2,000 alumni
Question	<i>"Why haven't you given recently?"</i>

ThoughtSCAN[®]

<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
doesn't	87
need	39
money	55

ThoughtTalk	<i>"XYZ doesn't really need the money"</i> <i>"Other charities probably need the money more"</i>
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Results	<p>W&W's findings helped XYZ's team focus their messaging and solicitations on the need for support, as well as connecting the XYZ Fund to the most meaningful benefits. XYZ's terrific staff efforts have generated an increase in participation and cash pledges (over 30%).</p> <p>www.wallacewashburn.com</p>
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