
**Canadian Children's Optimist Foundation
Club and Individual Surveys Report
April 2019**

Frankie Jordan
Jordan Consulting
Regina, SK

Table of Contents

Section 1: Introduction	1
The Survey	
Response rate	
Section 2: Results of the Club Survey	3
Demographics	
Interest in donating to the CCOF	
Influence of recognition items on donations	
Encouraging members to donate	
Initiatives that could be supported by the CCOF	
Additional comments	
Section 3: Results of the Individual Survey	8
Demographics	
Individual donations	
Why individuals donate to the CCOF	
Value of recognition items to members	
Suggestions for change to the recognition process	
Expanding the donor base	
Initiatives that could be supported by the CCOF	
Additional comments	
Section 4: In Summary	16
Appendix A: Club Survey	17
Appendix B: Individual Survey	22

Section 1: Introduction

Optimist International (OI) is a worldwide volunteer organization made up of more than 2,500 local clubs. OI members work to make the future brighter by bringing out the best in children, in their communities, and in themselves.

The Canadian Children's Optimist Foundation (CCOF) is a Canadian charity recognized by the Canada Revenue Agency. Money raised stays in Canada and is used to fund the following services for Canadian children and youth:

- OI Scholarships (oratorical, essay, Communication Contest for the Deaf and Hard of Hearing - CCDHH);
- Youth Club (Junior Optimist International - JOI);
- Spread Relief Program;
- OI Programs and Activities; and
- Optimist Leadership for volunteers.

CCOF donors include Canadian OI members, clubs and districts as well as other private individuals. Currently recognition takes place at three levels according to the amount donated and how the donation is made:

- individual
 - Dime a Day (\$36.50): lapel pin
 - Century Circle (\$100): coaster
 - Numbered Plate (\$250)
 - Friends of Today (\$500): lithograph
 - Foundation President's Club (\$250 a year for a five-year commitment): lapel pin
 - Special Recognition:
 - Christian D. Larson Partners (\$1000 one time): plaque
 - William H. Harrison Society (lifetime contribution of \$10,000 plus \$1000 annually going forward): ribbon to be worn with convention badge
 - In Memory/In Honor (\$100): personalized patch
 - Lifetime donation of \$1000 to \$1M: benefactor pin with precious stones depicting level of contribution

-
- clubs
 - Dollar a Day (\$365): banner patch
 - Friends of Today (\$500): lithograph
 - Special Recognition:
 - In Memory/In honour (\$100): personalized badge
 - Year End Recognition:
 - Level of donations by club and individual members: banner patch
 - Lifetime donation of \$1000 to \$1M: benefactor banner patch
 - district
 - Year End Recognition: banner patch showing level of donations achieved by its clubs and the members of the district

Prior to making changes to the recognition process, the CCOF Board decided to conduct a survey of clubs and donors about the current process and commissioned an external evaluator to develop a survey. The Board wanted to gather information about the value placed on the current recognition process, how the process could be improved and how the donor base could be expanded.

The Survey

The survey was based on the following research questions:

- What value, if any, do donors place on the current recognition at the various donation levels?
- What changes, if any, should be made to the recognition process?
- How can the number of donors be increased?

Surveys were available in English and French through Survey Monkey, or in print upon request. Surveys were distributed to all club executives, individual Canadian OI members and non-OI donors.

The majority of survey questions were closed (i.e., rating scales or lists). Four required written answers.

Response Rate

Eighty-three clubs (15%) responded to the survey. Six hundred and ten individuals (4%) responded. The majority of the club and individual responses were from Ontario and Quebec.

Section 2: Results of the Club Survey

Eighty-three (15%) of 565 clubs responded to the survey. The majority of the clubs were from Ontario and Quebec. Club survey questions gathered information on the following:

- Demographics, including location and size;
- Member interest in the CCOF;
- Barriers to donating;
- Influence of current recognition items on member donations;
- Actions to encourage donating; and
- Suggestions to expand support for children and youth initiatives.

Refer to Appendix A for a copy of the club survey.

Demographics

Responses were received from 41 clubs in Ontario, 39 in Quebec, two in Alberta and one in Saskatchewan. About 45% (36) of these clubs reported having less than 25 members; 36% (30) had 26 to 60 members; 15% (12) 51 to 75; and 5% (4) 76 to 100.

Interest in donating to the CCOF

Clubs that responded to the question about member interest in the CCOF (60/83) on average rated it in the midrange with 14 rating it as high and 11 as low. Seventy-three per cent of the clubs responding have a Club Foundation Representative (CFR).

According to the club survey there are several reasons why members do not donate to the CCOF. The most common one cited was lack of information and communication about the Foundation. This was followed by the financial capacity of the clubs and their members. The need to prioritize funding by both clubs and members was mentioned several times. A few clubs said no recognition was required.

A club:

We would want all of the donation to go towards the kids, not towards a reward system.

A club:

The lack of tangible evidence that their funds are being used for the youth – concerns that a good portion of the funds collected by the foundation are allocated to salaries and administrative activities, therefore they prefer to spend their money on fundraisers that directly affect the youth in our community.

The main barriers to donating and the number of mentions by the clubs included the following¹:

- Lack of information and communication about CCOF (21);
- Financial capacity of clubs and members (16);
- Focus on local needs (5); and
- Donation at club level so members do not feel they need to (3).

A club:

Lack of information about the foundation, lack of influence around decisions made...we are told and not asked – we appreciate that scholarships are generated from the donations and that is our only influence to continue supporting the foundation. We don't see any other tangible benefits for the local community or local club.

Influence of recognition item on donations

Clubs

When asked about the influence of recognition items on club donations to CCOF, clubs assessed all the recognition items as having little influence on club donations. However, the first item in the following list was valued higher than the others by 34 of the 57 clubs that responded, with six of those placing a very high value on it. The items in order of ranking were as follows:

- Year End Recognition: level of donations by club and individual members banner patch;
- Dollar a Day (\$365) banner patch;
- Special Recognition: in memory/in honour (\$100) personalized badge;
- Lifetime Donation (\$1000 to \$1M) benefactor banner patch; and
- Friends of Today (\$500) lithograph.

An individual:

Remember not all clubs have a central location for plaques, plates or photos. They tend to be placed in storage trunks. A contribution towards a club meeting or event expense would be greatly appreciated...Contributions towards a children's function would mean so much more for the members and kids!

Members

Clubs were also asked how much influence they believed the recognition items had on member donations. All items were assessed as having a low level of influence on member donations; however, the first item in the list was rated higher than the others but was still low. The following items are listed in order of their ranking:

- Dime a Day (\$36.50) lapel pin;
- Special Recognition: in memory/in honour (\$100) personalized patch;
- Lifetime Donation (\$1000 to \$1M) benefactor pin with precious stones depicting level of contribution;
- Foundation President's Club (\$250 a year for a five-year commitment) lapel pin;

¹ In answer to the question about barriers to donating, the numbers below indicate the number of times the reason was mentioned. Clubs may have provided several reasons in one comment.

-
- Special Recognition: Christian D. Larson Partners (\$1000 one time) plaque;
 - Numbered plate (\$250);
 - Friends of Today (\$500) lithograph;
 - Century Circle (\$100) coaster; and
 - Special Recognition: William H. Harrison Society (lifetime contribution of \$10,000 plus \$1000 annually going forward) ribbon to be worn with convention badge.

Encouraging members to donate

What could the Canadian Children's Optimist Foundation do to encourage members to become donors?

Many of the ideas provided by clubs built on the responses to the question about barriers to donating. There were many suggestions around improved communication and information sharing, including:

- providing more information about the CCOF to club members with timely concrete examples of how the money is used (16); and
- personal communication by the Board with club members through visits and letters (4).

As well, a few suggested changing the approach to giving – for example, providing smaller tokens for smaller amounts and making the items more meaningful (suggesting lapel pins are still popular).

While a number of clubs (17) provided answers that indicated they had no ideas on this subject, several offered specific suggestions, including the following:

It might depend on how we approach members. Many people give money to charity at the grocery store or out on the street. It might be easier for people if we are asking for smaller amounts. If we do it at several meetings each year, it will add up.

Perhaps you could redesign the website so that it is more interactive and accessible for our members to provide input and to learn more about how each dollar is utilized. (This) could lead to a greater interest in individual donors. Many of our members feel that there is no need to provide individual support, as our club already provides a donation...and many of our members are retired and on a fixed income. Once they have paid their membership dues and factor in the expense of a monthly meal, they quite simply do not have the extra funds but have the extra time so they volunteer.

Better education about the program but honestly, I think they would rather leave it as a Club donation rather than individual members so we can fundraise a Club donation.

Survey every club member to determine what they understand the foundation does for youth, local communities and clubs, what they expect from the foundation, their individual opinion on the recognition items and an opportunity to select a tangible award OR online recognition, a personal letter of thanks that also details how their donation made a difference as well as how much the administration expenses have been reduced by diminishing the tangible gifts/awards.

Perhaps a 4-5-page circular on the background and objectives of the Foundation would be helpful including examples of some local projects.

Some of (our initiatives) could be recognized in area newspapers, not just our magazine and not just in the United States. We need to get our organizations out there.

A great deal of money was gathered for a good number of years for the Childhood Cancer Program...what has happened with that money...why isn't that money being used to research for a cure? It's difficult to suggest other initiatives when we do not see tangible results from past initiatives.

Initiatives that could be supported by the CCOF

Currently the Canadian Children's Optimist Foundation supports the following services for Canadian children and youth:

- ✓ Optimist International Scholarships (oratorical, essay, Communication Competition for the Deaf and Hard of Hearing)
- ✓ Youth Club (Junior Optimist International)
- ✓ Optimist International Programs and Activities
- ✓ Optimist Leadership for volunteers.

What other initiatives for children and youth should be supported by the Foundation?

Thirty-eight clubs provided answers to this question. Some supported the current list. Some suggested supports for the current list – for example, providing similar scholarships in Essay and Oratorical contests and encouraging clubs to sponsor youth for camp programs offered by other clubs.

Additional initiatives suggested included:

- students with special needs (e.g., bursaries for post-secondary, Special Olympics);
- youth in student government award for high school students serving on student councils;
- summer camps;
- young entrepreneur support; and
- mental and physical health of children and youth (e.g., mental health support such as education about internet dangers, bullying, suicide prevention and athletic endeavours to encourage active children and youth - U18 curling, junior golf).

Additional comments

The survey provided an opportunity for clubs to comment on other topics. Comments were focused on two areas:

- recognition that the current CCOF Board is working hard; and
- concerns about CCOF information not getting to Optimist members.

A club:

CCOF does a great job at the top level but it is not being filtered down.

Section 3: Results of the Individual Survey

In addition to the club survey, individual donors and all Canadian Optimist members with email addresses were asked to complete an on-line survey that was also available in print form on request. The response rate to the survey was low but the members who responded provided some insightful comments. The results may provide some guidance for future decision-making.

Refer to Appendix B for a copy of the individual survey.

Demographics

Individual responses were received from Ontario (55% - 333), Quebec (36% - 218), Alberta (4% - 22), Saskatchewan (3% - 19), British Columbia (2% - 11), Manitoba (<1% - 4) and New Brunswick (<1% - 3). Of those who indicated their gender 54% were female and 46% male. Sixty-nine per cent reported that they donate to the CCOF.

The majority of the respondents (39% - 236) were in the 61 to 70 years age range. Twenty per cent fell in the over 70 years age range; 21% in the 51 to 60 years age range; and 19% less than 50 years.

About 56% of the respondents have been OI members for over 10 years. Breakdown in membership was as follows:

- 7% less than one year
- 24% one to five years
- 13% six to ten years
- 21% 11 to 20 years
- 18% 21 to 30 years
- 17% over 30 years.

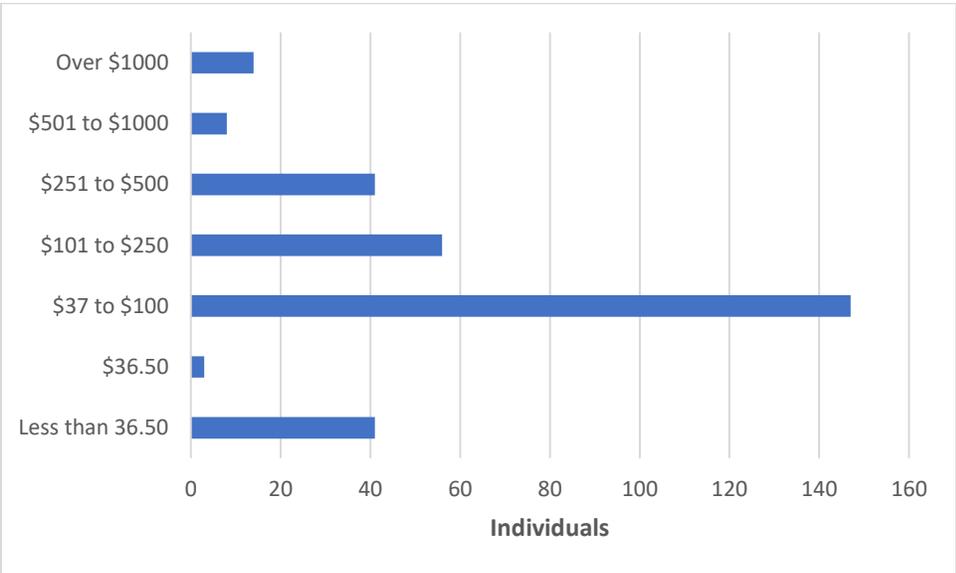
Two thirds of the respondents knew who their Club Foundation Representative (CFR) is; one third did not.

Individual donations

Of the 410 individuals who responded that they donate to the CCOF, 343 provided information on the average amount of their annual donation. As shown by the numbers on Figure 1:

- 43% donate in the range \$37 to \$100 annually;
- 16% \$101 to \$250;
- 12% less than \$37.50;
- 12% \$251 to \$500;
- 4% over \$1000; and
- 2% \$501 to \$1000.

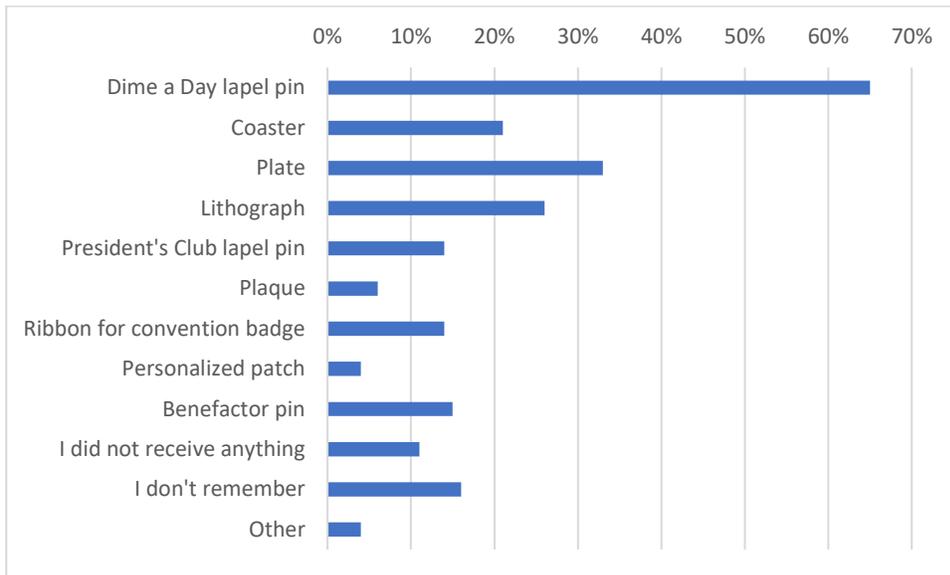
Figure 1: Average amount of personal annual donations to CCOF (n=343)



The majority (59%) donate once a year; 8% donate quarterly. Twenty-seven per cent donate as the need arises and 7% donate occasionally in special recognition.

When asked about the recognition they received for their donation the majority (65%) responded the Dime a Day lapel pin. Some respondents received more than one type of recognition which is shown by the percentages on Figure 2.

Figure 2: Recognition item(s) received for individual donations (n=343)



Note: Individuals were asked to identify all recognition items that they received.

When asked to rate their satisfaction with the recognition they received the average fell in the midpoint of a scale 1 (not satisfied) to 5 (very satisfied). The respondents indicated that the recognition items had little influence on their decision to donate.

When asked if they would have donated even if a concrete recognition item was not provided – a written thank you would be provided – 86% said “yes”, 3% said “no” and 11% were “not sure”.

Respondents were also asked later in the survey if they would donate in the future if no concrete recognition was provided:

- 87% responded “yes”
- 3% “no”; and
- 10% were not sure.

Why individuals donate to the CCOF

Of the 410 individuals who responded that they donate to the CCOF, 319 provided reasons for their donation. The majority of the respondents viewed it as a “worthy cause” that is the “Optimist charity” helping the “next generation of Optimists”.

An individual:

Helping children and their families is to me what we're all about as Optimists.

The reasons provided fell into the following large categories:

- To support programs for children and youth – our future;
- To align with the ethics and values of Optimist International;
- To assist local clubs in specific projects; and
- To honour members through memorial donations.

Several individuals mentioned receiving a tax receipt but no other concrete recognition item was listed in the responses.

Value of recognition items to members

In the opinion of the individuals responding to the survey, members placed little value on any of the recognition items. The following list ranks the items in order from highest to lowest but none were assessed as highly valued. Comments proposing changes to the recognition process make this very clear.

- Dime a Day (\$36.50) lapel pin;
- Special Recognition: in memory/in honour (\$100) personalized patch;
- Friends of Today (\$500) lithograph;
- Foundation President's Club (\$250 a year for a five-year commitment) lapel pin;
- Numbered plate (\$250);
- Lifetime Donation (\$1000 to \$1M) benefactor pin with precious stones depicting level of contribution;
- Special Recognition: Christian D. Larson Partners (\$1000 one time) plaque;
- Special Recognition: William H. Harrison Society (lifetime contribution of \$10,000 plus \$1000 annually going forward) ribbon to be worn with convention badge; and
- Century Circle (\$100) coaster.

Suggestions for change to the recognition process

While some respondents indicated support for the current recognition process, the majority believe there is no need for concrete items to recognize donations. They suggested lapel pins may have a role but the plaques, prints and plates are dated and often cannot be displayed by clubs or individual recipients. A common theme was that the money should be allocated to the programs supported by the CCOF and not administration or recognition.

An individual:

I don't think it is necessary to have recognition items. It would make more sense to put the money spent on the items towards the activities for the charity.

Other suggestions included:

- Concern that the recognition process needs to encourage younger members to donate. What would motivate them?
- Ask the recipient if they want the recognition item or if they want the money that would be spent on it retained by the CCOF;
- Make the recognition process for the individual and the club different; and
- Ensure the process for recognizing club and individual donors is rigorous and that consideration is given to separating credit for individual and club donations.

An individual:

I am a charter member of pres. club. I have the plate collection from #1 to the present as well as the lithographs. Lithographs do take up a lot of display area. The pins should be maintained especially the benefactor pins and ribbon.

Recognition items that appear to be supported by the members were:

- Tax receipts;
- Lapel pins;
- Certificates of appreciation (with number of years of donating);
- Publishing in social media or Optimist magazine; and
- Thank you letters.

An individual:

I believe that putting the donations in the Optimist Magazine...mentioning the donors at a conference...having the LG send a personal note of thanks is more than adequate. Not too many people collect "stuff" anymore...I think the money spent on appreciation gifts should STAY in the program.

Expanding the donor base

Respondents provided a wide variety of suggestions for the consideration of the CCOF Board to encourage members to become donors. They included ideas to raise awareness of the program, to remind members about giving, to support actions to increase giving and generally promote the Foundation.

Suggestions included the following. Some areas may overlap.

Raise awareness

- Develop online video presentations on benefits of donating and on the different types of support available through the CCOF. Make them available to clubs.
- Use social media
- Consider approaches that will encourage younger people to contribute
- Make it better known that tax receipts can be issued and CCOF can be a beneficiary in life insurance policies (premiums can be claimed as a donation each year)

- Involve membership in determining where CCOF support should be provided
- Ensure each club has a CCOF representative that understands CCOF and their role
- Have presentations by CCOF Board members at club meetings
- Establish donorship at time of joining OI (e.g., automatic \$5.00 to CCOF from dues) and ongoing

An individual:

Better communication at all levels and a need to be one on one to make sure the message they (member) get is consistent and they are provided with all the information they need to make an informed decision if they will donate or not. Let members know where the money goes and for what purpose.

Remind members

- Email donor forms to all members – recent email campaign with President’s challenge was effective
- Send e-mail blasts about CCOF to members annually
- Implement auto-debit or e-transfer to encourage regular donations
- Ask clubs to have members donate a loonie or toonie at each meeting
- Structured information sessions and discussion at club dinners
- Create regular CCOF newsletters for distribution with stories about how the donations benefit recipients, who donates and the impact the donations have on individuals and community
- Ask – those that can afford to will donate
- Election of CCOF representatives at the club level and the CCOF Board
- Ensure members who do not attend zone and district events receive information about CCOF

An individual:

Many foundations do not have administrative fees. We do.

Other actions

- Partner with other youth-focused service clubs
- Create “contests” for districts that promotes friendly competition among clubs and post progress online
- Provide clubs with sample press releases to share in their communities
- Create an information page for new members
- Publicize outside of the OI world
- Sponsor club initiatives that benefit local children
- Update the website
- Reduce dues to enable giving to CCOF
- Recognize that time spent fundraising is a donation to CCOF
- Focus on club donations not individual
- Consider ways that donors can receive recognition in a timely way (e.g., have banner patches and pins available when a presentation on CCOF is made at a meeting)
- Incorporate donation by members into the dues structure (e.g., \$25 of dues is for CCOF)
- Consider providing monetary incentives such as reduction in club dues or registration discounts for OI events

- Focus CCOF funds on programs not recognition items in order to reduce the impression donations are not being used appropriately

Initiatives that could be supported by CCOF

Currently the Canadian Children's Optimist Foundation supports the following services for Canadian children and youth:

- ✓ Optimist International Scholarships (oratorical, essay, Communication Competition for the Deaf and Hard of Hearing)
- ✓ Youth Club (Junior Optimist International)
- ✓ Optimist International Programs and Activities
- ✓ Optimist Leadership for volunteers.

What other initiatives for children and youth should be supported by the Foundation?

Answers to this question came from 323 individuals. Many offered no additional suggestions; many supported the current list, saying those should be done well before expanding.

Additional initiatives suggested by individuals included:

- Programs for students with special needs (e.g., Special Olympics, sports programs, music, signing)
- Recreational activities promoting physical activities for children and families
- Addressing issues such as hunger, housing and school retention
- Programs to address mental health (e.g., suicide prevention, addiction, autism, support dogs)
- Establish Junior Optimist International clubs
- Grants for children and youth unable to afford sports team memberships and summer camps
- Support a district each year by giving a donation to a local children's organization
- Support for organizations researching childhood diseases (e.g., cancer)
- Children Identification Program (CHIP)
- Therapeutic equine riding

Individuals:

I love the 'Reel' Optimist Video contest...I would like to see more opportunities like that for youth – contests or scholarship challenges that are educational, can be delivered in a variety of ways. The Video contest is neat because it is creative, technical and informative.

I feel there should be a technical competition using computer programs or building robots. Not all children are public speakers or writers.

We should bet more money before getting new causes.

I thought the old matching grant program was very good and was disappointed when it was cancelled.

Additional comments

- Individuals commended the current CCOF Board for its work and dedication.
- They reiterated that raising money to enable the club to donate to the Foundation is their personal donation.
- Some expressed concern about the lower number of OI members in some clubs.
- They reinforced the need for better communication about the CCOF with clubs and members.
- Some clubs focus on raising money for local needs.

Individuals:

Members do not donate to get an item in return for recognition. They donate because they believe in the cause.

Time for the Foundation to start recognizing member's efforts by supporting clubs (sic) meaningful initiatives with sponsorship funds!

Section 4: In Summary

Overall, the surveys showed that the majority of clubs and individuals agree that it is time to revamp the recognition process used by the CCOF. Many called the recognition items “outdated” and devalued by many recipients. Individuals who responded to the survey provided suggestions about changes that would improve the recognition process with most saying concrete items were not needed. A common theme was that money donated should go to programs for children and youth and not CCOF administration or recognition of donors. They suggested other ways of recognizing donors such as tax receipts, certificates of appreciation and thank you letters.

Respondents gave many reasons why interest may be lacking in donating to the CCOF. The most prevalent reason was the lack of information and communication provided about the Foundation to clubs and members. Individuals provided a number of concrete actions that could expand the donor base from using social media to regular email blasts for members to contests for districts that promote friendly competition. A factor in the lack of information provided may be that three quarters of the clubs who responded have a Club Foundation Representative (CFR) and two thirds of the members who responded do not know who theirs is.

Both clubs and individuals did not believe that the provision of recognition items influenced donations; however, the Year End Recognition banner patch for clubs and Dime a Day lapel pins for members received higher ratings than other recognition items.

Clubs suggested that to increase donations to the CCOF it was important to provide more information to club members that include concrete examples of the benefits gleaned by recipients supported by the CCOF. As well, clubs suggested personal communication by the CCOF Board would help increase donations.

Individuals who donate to the CCOF and responded to the question about why they donate said it was because of the focus on programs for children and youth. This aligned with the ethics and values of the organization they chose to join.

When asked about additional initiatives that could be supported by the CCOF, some respondents answered they were satisfied with what is being supported and others provided a wide variety of ideas that listed general categories (e.g., mental and physical health of children and youth, students with special needs) and specific items (e.g., suicide prevention, U18 curling).

Appendix A – Club Survey

Demographics

1. Where is your club located?
 - q British Columbia
 - q Alberta
 - q Saskatchewan
 - q Manitoba
 - q Ontario
 - q Québec
 - q New Brunswick
 - q Newfoundland/Labrador
 - q Nova Scotia
 - q Prince Edward Island

2. How many members does your club have?
 - q Less than 25
 - q 26 to 50
 - q 51 to 75
 - q 76 to 100
 - q Over 100

Member Interest in the Foundation and Assessment of the Current Recognition Process

3. On a scale of 1 (not interested) to 5 (very interested), in Executive opinion how interested are your members in the Canadian Children’s Optimist Foundation? Circle one number.

1	2	3	4	5
Not interested			Very interested	

4. To what extent do the current recognition items influence your work as a Club to encourage donations? Circle one number for each item.

Club Recognition	No influence Great influence				
	1	2	3	4	5
Dollar a Day (\$365) banner patch	1	2	3	4	5
Friends of Today (\$500) lithograph	1	2	3	4	5
Special Recognition: in memory/in honour (\$100) personalized badge	1	2	3	4	5

Year End Recognition: level of donations by club and individual members banner patch	1	2	3	4	5
Lifetime Donation: (\$1000 to \$1M) benefactor banner patch	1	2	3	4	5

5. In Executive opinion to what extent does the current recognition item influence your members to contribute to the Foundation? Circle one number for each item.

Member Recognition	No influence				Great influence
Dime a Day (\$36.50) lapel pin	1	2	3	4	5
Century Circle (\$100) coaster	1	2	3	4	5
Numbered Plate (\$250)	1	2	3	4	5
Friends of Today (\$500) lithograph					
Foundation President's Club (\$250 a year for a five-year commitment) lapel pin	1	2	3	4	5
Friends of Today (\$500) lithograph	1	2	3	4	5
Special Recognition: Christian D. Larson Partners (\$1000 one time) plaque	1	2	3	4	5
Special Recognition: William H. Harrison Society (lifetime contribution of \$10,000 plus \$1000 annually going forward) ribbon to be worn with convention badge	1	2	3	4	5
Special Recognition: in memory/in honour (\$100) personalized patch	1	2	3	4	5
Lifetime Donation: (\$1000 to \$1M) benefactor pin with precious stones depicting level of contribution	1	2	3	4	5

-
6. What prevents members in your club from becoming donors?
 7. What could the Canadian Children's Optimist Foundation do to encourage members to become donors?
 8. Currently the Canadian Children's Optimist Foundation supports the following services for Canadian children and youth:
 - Optimist International Scholarships (oratorical, essay, Communication Competition for the Deaf and Hard of Hearing – CCDHH);
 - Youth Club (Junior Optimist International);
 - Optimist International Programs and Activities; and
 - Optimist Leadership for volunteers.

What other initiatives for children and youth should be supported by the Foundation?

9. What additional comments do you have?

Appendix B – Individual Survey

Demographics

1. Where is your club located?
 - q British Columbia
 - q Alberta
 - q Saskatchewan
 - q Manitoba
 - q Ontario
 - q Québec
 - q New Brunswick
 - q Newfoundland/Labrador
 - q Nova Scotia
 - q Prince Edward Island

2. Please describe yourself.

Gender
q Female
q Male
q I don't wish to disclose

Age (years)
q 18 to 30
q 31 to 40
q 41 to 50
q 51 to 60
q 61 to 70
q Over 70

Membership (years)
q Less than 1
q 1 to 5
q 6 to 10
q 11 to 20
q 21 to 30
q Over 30

Member Donations

3. Do you donate to the Canadian Children's Optimist Foundation?
 - q Yes
 - q No **GO TO QUESTION #14**
4. Why do you donate to the Foundation?
5. On average how much do you donate annually to the Canadian Children's Optimist Foundation?
 - q Less than \$36.50
 - q \$36.50
 - q \$37 to \$100
 - q \$101 to \$250
 - q \$251 to \$500
 - q \$501 to \$1000
 - q Over \$1000
6. How often do you donate to the Foundation?

- daily (Dime a Day)
- quarterly
- annually
- lifetime (\$1000 to \$1M)
- occasionally in special recognition

7. What recognition was provided to you for your donation(s)? Check all that apply.

- Dime a Day lapel pin
- coaster
- plate
- lithograph
- President's Club lapel pin
- plaque
- ribbon to be worn with convention badge
- personalized patch
- benefactor pin
- I did not receive recognition.
- I don't remember.
- Other

8. On a scale of 1 (not satisfied) to 5 (very satisfied), how satisfied were you with the recognition you received? Circle one number.

1	2	3	4	5
Not satisfied			Very satisfied	

9. Would you still have donated even if no concrete recognition item was provided? (That is, you would have received only a thank you in recognition.)

- yes
- no
- not sure

10. On a scale of 1 (not at all) to 5 (greatly influenced my decision), how much did the recognition item influence your decision to donate to the Foundation? Circle one number.

1	2	3	4	5
Not at all			Greatly influenced my decision	

11. In your opinion to what extent are the following recognition items for contributions to the Foundation valued by members? Circle one number for each item.

Member Recognition	No influence				Great influence
Dime a Day (\$36.50) lapel pin	1	2	3	4	5
Century Circle (\$100) coaster	1	2	3	4	5
Numbered plate (\$250)	1	2	3	4	5
Friends of Today (\$500) lithograph					
Foundation President's Club (\$250 a year for five years) lapel pin	1	2	3	4	5
Special Recognition: Christian D. Larson Partners (\$1000 one time) plaque	1	2	3	4	5
Special Recognition: William H. Harrison Society (lifetime contribution of \$10,000 plus \$1000 annually going forward) ribbon to be worn with convention badge	1	2	3	4	5
Special Recognition: in memory/in honour (\$100) personalized patch	1	2	3	4	5
Lifetime Donation: (\$1000 to \$1M) benefactor pin with precious stones depicting level of contribution	1	2	3	4	5

12. What changes should be made to the recognition process?

13. If concrete recognition is not offered for a donation, will you still donate in the future?

q yes

q no

q not sure

14. Currently the Canadian Children's Optimist Foundation supports the following services for Canadian children and youth:

- Optimist International Scholarships (oratorical, essay, Communication Competition for the Deaf and Hard of Hearing – CCDHH);
- Youth Club (Junior Optimist International);
- Optimist International Programs and Activities; and
- Optimist Leadership for volunteers.

What other initiatives for children and youth should be supported by the Foundation?

15. What could the Canadian Children's Optimist Foundation do to encourage members to become donors?

16. What additional comments do you have?