

GiVE 365

M E M P H I S

2018 Membership Survey Results*

92% of respondents are “extremely satisfied” or “satisfied” with their GiVE 365 memberships.

90% of respondents have actively recommended GiVE 365.

59% of respondents have contributed financially and **17%** of respondents have volunteered their time to organizations they discovered through GiVE 365.

45% of respondents have been members for **5+** years.

Importance of Factors in GiVE 365 Membership

Ranked by percentage who considered each “important”

- MAKING A DIFFERENCE IN THE COMMUNITY **100%**
- CONNECTING TO THE CITY **98%**
- EDUCATION ABOUT SOCIAL ISSUES **87%**
- FEELING LIKE I'M PART OF A LARGER MOVEMENT **79%**
- INVOLVING MY CHILDREN/FAMILY IN PHILANTHROPY **48%**
- MAKING SOCIAL CONNECTIONS **56%**
- CONNECTING TO ORGANIZATIONS FOR FURTHER INVOLVEMENT **47%**
- MAKING PROFESSIONAL CONNECTIONS **44%**

Areas of Interest When Considering Where to Donate Time and/or Money

Ranked by percentage who considered each “important”

- THE NEEDIEST MEMPHIANS **74%**
- LITERACY/EDUCATION PROGRAMS **73%**
- YOUTH-FOCUSED PROGRAMS **51%**
- THE ARTS **47%**
- HEALTHCARE/NUTRITION/WELLNESS PROGRAMS **38%**
- ANIMAL WELFARE PROGRAMS **27%**
- FAITH-BASED ORGANIZATIONS **13%**

When asked, “Why Renew?”

“To make a bigger impact than my dollars alone could provide.”

“I’m invested in helping the larger Memphis community, and being part of GiVE 365

helps me understand Memphis’s issues and see the work being done to help.”

“To learn about organizations that make a difference in the community.”

“I really and truly believe in the good GiVE 365 fosters in Memphis.”

“I’ve enjoyed grant review a lot. This is a meaningful way I can contribute in my community.”

“I feel like my GiVE 365 donation is making a difference in the Memphis community and I have the opportunity to be as involved as I want.”