

integrity results passion

xponential philanthropy

**What has the impact of the  
February Christchurch Earthquake been  
on fundraising, donor behaviour  
and charity decision-making?**

12<sup>th</sup> May 2011

P O Box 1810  
Palmerston North

493 Parnell Road  
Parnell, Auckland

0800 000 955  
[www.xponential.co.nz](http://www.xponential.co.nz)



On Tuesday 22 February 2011 at 12:51pm Christchurch City was rocked by a 6.3 magnitude earthquake. The devastation and loss of life has been catastrophic.

The New Zealand public, business community, Government and those overseas with a special connection to New Zealand have donated tens of millions of dollars to an array of Christchurch earthquake appeals. At the end of April, Christchurch earthquake appeals had raised over \$200 million. However, this level of generosity has left many New Zealand charities wondering what impact the earthquake fundraising will have on their fundraising efforts, now and in the months to come.

While some charities, not involved in disaster relief fundraising, have cancelled or postponed planned fundraising activities, others have continued to ask for support and been pleasantly surprised at the results. Charities whose core business includes disaster relief have been inundated with generous support, in many cases from first time donors.

As the scale of this disaster becomes clearer and the monumental task ahead takes shape, what fundraising, if any, should New Zealand charities be doing? When the All Blacks and the Government are fundraising for victims of the earthquake and rebuilding Christchurch, along with many of New Zealand's most respected charities, does it make sense to continue talking to donors to seek their support for other important needs?

Across the sector the Christchurch tragedy has generated unprecedented uncertainty about the fundraising landscape. The following paper, compiled by Xponential Philanthropy, represents an opportunity to de-mystify the situation by providing insights into recent fundraising thought, practice and experience. It discusses pertinent information, learnings and references from similar overseas experiences, insights from interviews with significant philanthropists and key influencers, as well as findings from an online survey to Fundraising Institute of New Zealand (FINZ) members regarding charities' post-earthquake fundraising decisions and experience. We hope it will provide a useful insight.

## **Recession vs Disaster**

According to the Charities Commission October 2010 snapshot, New Zealand's charitable sector is a \$10.5bn sector within our economy employing over 127,000 people and engaging a further 190,000 volunteers. New Zealand charities are a critical part of our economy, the glue that holds our social infrastructure together. They are, in general, extremely reliant on on-going donations to carry out the important and diverse work they were set up to do.

Most charities have grappled with the effects of the recession. As with the commercial sector, some organisations have suffered considerably while others have managed to hold their own, or even gain ground. Some charities have recorded significant declines in traditional channels of fundraising yet others have recorded stronger responses from their supporters and donors due to their ability to represent the urgent needs of those they are assisting. And despite the gloomy economic climate, certain charities have achieved historical and successful fundraising results, for compelling and urgent major projects.

When the September earthquake and Pike River Mine disaster occurred toward the end of 2010, New Zealanders responded generously with approximately \$20m in donations. As has been the case with other natural disasters, in New Zealand or overseas, charities worry that generating generous financial support from New Zealand donors may directly impact on their immediate fundraising outcomes.

**Our assessment, based on feedback from a number of domestic charities, is that the on-going effects of the recession had a greater impact on fundraising in the final quarter of 2010, than the September earthquake and Pike River Mine disaster fundraising appeals.**



## Looking back to move forward

We have suffered the greatest natural disaster in New Zealand since 1931, (in terms of loss of life). We now face the largest rebuild project cost in our nation's history.

While it is reasonable to speculate about the impact this unparalleled New Zealand disaster will have on the charitable sector's fundraising, some of the concerns raised do not reflect what is known and documented internationally about proven donor behaviour.

To provide an informed perspective, and in order to move forward, we must look back and consider relevant international experiences, recent New Zealand experience and current donor sentiment.

### **What can we learn from previous donor behaviour where national and international disasters have captured the hearts, minds and wallets of the nation's willing donors?**

In 2006, Heidi Frederick, Research Development Specialist at the Center on Philanthropy at Indiana University, conducted a comparative review of disaster giving to recent events, including the 9/11 attacks and Hurricane Katrina.

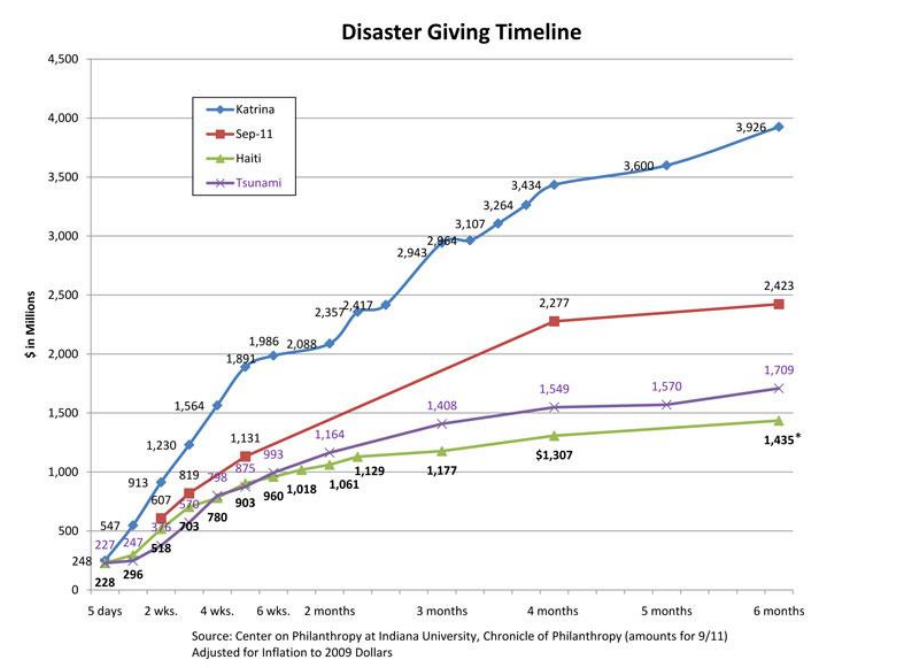
**Frederick's findings suggest people, companies and foundations, (New Zealand's version of grant making trusts) dig deeper during such times rather than migrate their support away from their regular causes.**

In particular:

- 75% of households reported 9/11 giving **was in addition to other giving** in '01 (Independent Sector).
- 84% of foundations reported their 9/11 giving **was in addition to other giving** in '01 and '02 (Foundation Center).
- 72% of corporations reported their giving **was in addition to other giving** in '01 and '02 (Conference Board).

## Disaster Giving

The following graph illustrates charitable giving to non-profits, for selected disasters, during the six months following each disaster. Fredrick’s study suggests giving to disasters may have short term effects on fundraising for some organizations, but has little effect even six months later.



After the Queensland floods hit in January this year, our Xponential colleagues in Australia offered the following insights to the charitable sector:

*“The floods that devastated three-quarters of the state of Queensland have been described by Treasurer Wayne Swan as the costliest natural disaster in Australia’s history. In the wake of the devastation, the country has been gripped by a wave of volunteering spirit and an outpouring of generosity from individuals and corporate alike. By Australia Day, the Premier’s Disaster Relief Appeal had raised more than \$168 million.*”

*Here in Australia, past years have seen giving spikes spurred on by disasters at home and abroad. In 2009 it was the Victorian bushfires, in 2004 the Indian Ocean Tsunami. Both of these events caused an outpouring of generosity. What does this prove? It shows that Australians have a greater capacity to give and a willingness to give if they are motivated by the right cause.”*

Brian Holmes, Vice President of Fundraising Institute Australia, Director of Xponential Philanthropy Pty Ltd.



## How do philanthropists view emergency needs?

To explore what some charities regard as new territory and unencumbered by an association with any specific non-profit organisation, Xponential Philanthropy sought to assess the impact of the Christchurch earthquake on donors by conducting personal interviews with prominent donors and key influencers of philanthropic giving.

It was clear that these philanthropic people, whose support regularly touches a diverse range of charitable causes, had all felt compelled to give to an emergency-related cause. However, their usual significant support for organisations and causes remains intact. That commitment is founded on a relationship developed over time around a cause with meaning for them.

**By contrast, their contribution towards earthquake-related appeals is heartfelt but transient, very concisely summed up by the response that, *“Giving to special emergency appeals is different – it’s specific and it’s extra.”***

### Insight #1

These discussions provided a pertinent lesson for fundraisers and their organisations. Engage with the most significant donors and supporters the organisation has – they are precisely the best people to offer informed advice on how to proceed in challenging times. This will work best where a healthy and warm relationship is built up over time, making it easier to approach donors as part of an on-going dialogue.

\*Responses are discussed in detail on Pages 7-11

## What was the not for profit fundraising sector’s experience post-earthquake?

In the beginning of May, Xponential Philanthropy conducted a simple electronic survey to determine the fundraising behaviour of the not for profit sector post-earthquake and to assess if there had been a significant impact. The survey was sent to members of the Fundraising Institute of New Zealand. Fifty four responses were received.

**The survey results suggest 71% of the survey respondents made changes to their fundraising plans post-earthquake. The decisions to change fundraising plans were mainly prompted by the Fundraising Department, Board and Management. Donor views were not a major influence; only two responses cite donor feedback as a reason for changing plans.**

Direct mail programmes and event based fundraising were the most affected, either by cancellation or postponement. 36.7% postponed their Direct Mail programme to existing donors, whilst 27.8% cancelled the programme altogether. 16.7% cancelled a Direct Mail to non-donors and 13.3% postponed theirs. Event based fundraising was the most affected with 38.9% cancelling and 26.7% postponing a planned event. Based on these changes, it was interesting to note the estimated impact on the annual income of charities. 15% stated that they did not anticipate any loss of income. 33% estimated that they would lose up to 5% of their annual income. 15.4% expect a reduction of 5% - 10% and 20.5% believe that their annual income will reduce by 10% - 20%.

While this was only a 54 response survey, it is interesting that the majority reported changes to fundraising plans and mixed outcomes. While data is not available for New Zealand fundraising actions following an international disaster, such as the 2004 Tsunami, it is interesting to ponder on whether a similar picture would have arisen.

### **Insight #2**

Donors don't stop caring about causes that matter to them, even in the event of a disaster. Organisations are urged to continue to engage and communicate with their donors and supporters, telling them about the urgent needs of those they help and important services they provide in our communities ... because donors still care.

\*Responses are discussed in detail on Pages 11-19

Additional useful insights could have been gained around whether the fundraising activities contained any Christchurch earthquake related subject matter. Appeal examples have begun to appear in the media for organisations, (e.g. the Salvation Army's national appeal in early May) whose work, while including Christchurch, has a nationwide focus. Results from such appeals will be interesting to track.

### **Three key recommendations**

1. Keep presenting your urgent community need to the people who have supported you in the past. Donors don't stop caring about causes that matter to them, but you must continue to ask.
2. Understand the facts about disaster relief fundraising. Most donors who give to disaster appeals still continue supporting their previously chosen and supported charities.
3. Provide excellent communication about how you use donations and the difference it makes in a highly transparent and accountable manner. Donors don't just want to feel good about helping your organisation; they also want to know they are making a good investment at a challenging time.

These recommendations are based on an analysis of relevant information and discussions with a number of committed New Zealand donors, philanthropists and funding decision makers by Xponential Philanthropy New Zealand Team. For a more detailed account of the interviews please refer to Pages 7 to 19.

### **International references:**

**Exploring the Geography of Corporate. Philanthropic Disaster Response:** A Study of Fortune Global 500 Firms. Alan Muller. Gail Whiteman. [www.springerlink.com/index/u17x5r8m0788547m.pdf](http://www.springerlink.com/index/u17x5r8m0788547m.pdf)

**A Disaster's Side Effect: Generosity** – in Philanthropy Matters.

<https://www.philanthropy.iupui.edu/philanthropymatters/archive/18-1/story2.aspx>

**Haiti donations didn't bleed dry other causes in USA Today:**

[http://www.usatoday.com/news/sharing/2010-04-12-haiti-effect\\_N.htm](http://www.usatoday.com/news/sharing/2010-04-12-haiti-effect_N.htm)

**Givewell Reports on the 'Tsunami' Factor in Pro Bono news:**

<http://www.probonoaustralia.com.au/news/2006/07/givewell-reports-tsunami-factor>

**Disaster Giving: Hurricane Katrina and Philanthropy:** Heidi Frederick - The Center on Philanthropy at Indiana University. (PowerPoint presentation)

[www.philanthropy.iupui.edu/research/.../Disaster%20Giving%205-29-06.ppt](http://www.philanthropy.iupui.edu/research/.../Disaster%20Giving%205-29-06.ppt)



## Interviews with major donors and influencers of philanthropy

In the immediate aftermath of the February Christchurch earthquake some charities feared that continuing with planned fundraising could be seen as inappropriate, insensitive and potentially risk future support. Few were willing to 'test the waters' by talking to their major donors.

Xponential Philanthropy resolved to investigate the impact by seeking personal interviews with prominent donors and key influencers of philanthropic giving.

Eight face to face interviews took place in the period two to four weeks after the earthquake. While all except one (who lives in Australia) reside in Auckland, several donors have personal and business links with Christchurch and throughout New Zealand.

Most of those interviewed have a history of providing significant philanthropic support. Their areas of interest include but are not confined to, education, community support, research, sport, women's organisations, disabilities, health, international development, children's organisations, arts and culture. One donor gives significantly in Australia and New Zealand and was able to bring in views about recent Australian disasters as well.

Their opinions were sought on the new landscape; how would the needs generated by the earthquake affect their personal giving and how did they believe the philanthropic community would behave overall, in the longer term?

Discussion was based around the following questions:

1. Have you or has anyone close to you been personally affected by the February Christchurch earthquake?
2. Have you donated to an earthquake appeal of any kind?
3. Do you expect the earthquake to change your usual giving in any way, say over the coming 12 months?
4. If yes; how do you think it might change things in terms of your usual giving?
5. In terms of one or two of your preferred charities, would you be upset if they approached you for support now?
6. Is there any other comment you would like to make about this subject?

## Interview responses

Several of those interviewed had close family, friends or business associates who had been directly affected by the February earthquake. These included siblings with homes severely damaged to the extent of being uninhabitable and the loss of business premises and staff homes, resulting in business activities being curtailed. None had directly lost someone close to them, or their own home or property as a result of the earthquake,

All had given to earthquake related appeals in a range of ways and took a close interest in what was happening in the way of fundraising activities. Their donations included personal gifts, donations through church and charity fundraising appeals, online gifts, gifts in kind and initiating and matching workplace fundraising activity within their companies.

*“All our kids’ schools have had fundraisers for Christchurch and we have supported every one of them.”*

*“We’ve donated personally through Red Cross and also through the Catholic Bishop’s Fund.”*

*“We provided food for the Heart Children Camp for Christchurch families.”*

*“The company gave \$25,000 to Red Cross.”*

*“The Australian Red Cross was able to offer tax-deductible benefits in Australia in terms of donations to their Christchurch earthquake appeal.”*

*“We offered our holiday home for Christchurch families to stay in.”*

*“I gave a \$20 note to a Red Cross street collection; I was interested that the collector said thanks very much in a manner that suggested that a \$20 donation was unusual.”*

**It was evident that careful consideration was being given to how best to make a significant gift, i.e. where their gift could make an impact. For example, having already made a donation to one of the ‘frontline charities’ one person said:**

*“I am in the process of considering a more significant donation to a Christchurch charity whose work will be affected by the earthquake, with preference for a cause with a focus over and above immediate relief type assistance, not a government appeal. The short-term need will always be covered.”*

And from another, *“My Trust will be making a significant donation to Christchurch. We are waiting to see what the Government is planning to do.”*

**In giving to ‘frontline organisations’ it was clear that several of the respondents were giving to charities they had not given to previously, or that the ‘frontline organisation’ was one which they reserved for giving to at times of crisis only.**

*“We donated through the Red Cross, both family and through the Company. It’s not a charity we normally support and we do not intend continuing the relationship. This was a one off.”*

*“I don’t usually give to the Red Cross.”*

**In commenting on their response to the earthquake related appeals, several said that the nature of their response was different from their usual giving patterns. These comments were representative of the views expressed:**

*“The amounts I gave to these emergency appeals are not at the same level as my support for the organisations I have made major commitments to.”*

*“Christchurch was a one off.”*

*“Giving to special emergency appeals is different – it’s specific and it’s extra.”*

**Across all the interviews, consistent views were expressed by these donors regarding their future giving to the charitable causes they normally significantly support.**

*“No, it won’t change my giving. My normal pattern consists of several specific long term commitments, supplemented by occasional one-off donations, if I have the discretionary spend available and support the cause.”*

*“I’ll continue to give to the projects I normally give to.”*

*“Giving to emergency appeals has no effect on the commitments I have already made; neither will it affect the timing of those commitments.”*

*“It will not affect the charities I normally support but it will affect the one off support. I would normally give to a lot of different charities. I may not give that generously to those that I don’t have a relationship with this year.”*

*“No. There will be no changes to our giving in the next 12 months.”*

*“Beyond the short-term, no. I support specific chosen causes with an annual gift and will continue to do so with no change.”*

*“No (expressed very firmly). I will continue my regular patterns of support for organisations I already support.”*

**Equally strong were comments in relation to fundraising across the charity sector, with considerable understanding of the position faced by charities not involved in providing earthquake related assistance.**

*“In no way would we want organisations we regularly support to have to cut back their programmes. Their needs go on.”*

*“Charities can’t afford to stop fundraising. Charities really need help. ”*

*“I continue to get requests from other charities. I have not been approached by a single charity regarding the Christchurch appeal. I think the private donor has been left alone because there is so much going on.”*

*“If you asked me two weeks ago if I would be offended at being approached, I might have said yes. But the Christchurch wave has died down a little. No I will not be offended now.”*

*“No we wouldn’t be offended, not at all”.*

*“Charities need to acknowledge the turmoil in the country after the earthquake and the needs of Christchurch. We must respect that. However, charities need to highlight the needs of the communities they help including the support that goes to their members in Christchurch. Donors understand that charities need donors to help them continue their good work.”*

*“Charities have their own regular patterns of fundraising and we would simply expect them to carry on as normal.”*

*“No, I wouldn’t be upset. However, I would be more likely to give to a special appeal by an organisation I give to usually.”*

*“Charities must go to their supporters and highlight the need. In times like this charities need to review their programmes and be creative in their approach for support.”*

*“No, I wouldn’t be offended. But I mostly give my income to (one particular charity); they never ask me however, I just offer from time to time.”*

**And a more general comment in response to this question which seemed worthy of including:**

*“Charities must be professional when approaching Donors. We like receiving well prepared, professionally presented requests for support. Some organisations don’t bother to even spell the name correctly; we get really niggled about this. It shows no respect.”*

**What might the philanthropic landscape look like in the year ahead, in the opinion of those interviewed? How might fundraising be affected by the funding needs generated by the earthquake? A number of interesting comments were made:**

*“After the initial momentum I think other causes would be back on track with fundraising.”*

*“The earthquake in Christchurch has lifted the awareness and need for philanthropic giving and for organisations to review programmes across the board. Charities have to continue to do what they have to in order to support the membership they help.”*

*“Hospices will be affected this year. Most Rotary Clubs run Golf Days and donate the funds to the Hospices. However, this year most of that fundraising is going to Christchurch.”*

*“The economy is still in a bad position.”*

*“I think emergency giving may heighten philanthropy in the longer term, as new donors experience giving. It may make people more attuned to giving.”*

*“The other point I might make is that I think people are still motivated to make contributions to various causes where they feel their donations will have a significant impact. Just that say \$250,000 for an emergency appeal would be nice but only 0.1% of the total. Whereas an amount of say, half to a million dollars for some other cause would have a major impact.”*

*“I suspect the impact on the New Zealand economy and people’s fear of recession and thus their willingness and ability to make discretionary donations to other causes will also be far worse than the Queensland situation is for Australia.”*

*“There have no doubt been many hundreds of thousands of individual donors who have given \$2, \$20, \$200, \$2,000, who knows. I doubt if they would have given less to the regular charities they support as a result. People just dug deeper for this. No way of proving it of course.”*

*“The role for establishing philanthropy is down the track”*

*“The personal outpouring of help for victims with comfort, housing, food and gifts and with the clean-up has been worth incalculably more in terms of moral support - and even economic equivalent - than any amount of money that could be raised.”*

## **FINZ member survey of fundraising decisions and actions arising**

To build up a picture of charity fundraising behaviour and experience in the aftermath of the February earthquake, Xponential Philanthropy sent out a simple electronic survey to members of the Fundraising Institute of New Zealand (FINZ).

Members were polled on whether and why various types of fundraising activities were postponed, cancelled or continued with and, if continued with, how the results stacked up against their expectations based on similar past activities?

Responses were sought and gathered between Wednesday 27 April and Wednesday 4 May. While a request was made to return only one survey per organisation, there was no way of ensuring this.

A total of 54 responses were received. Respondents were asked to categorise their organisations as small, medium or large, (based on funding and operational size). The majority, 42.6% (23) said their organisation was medium-sized, 33.3 % (18) small and 24.1% (13) large.

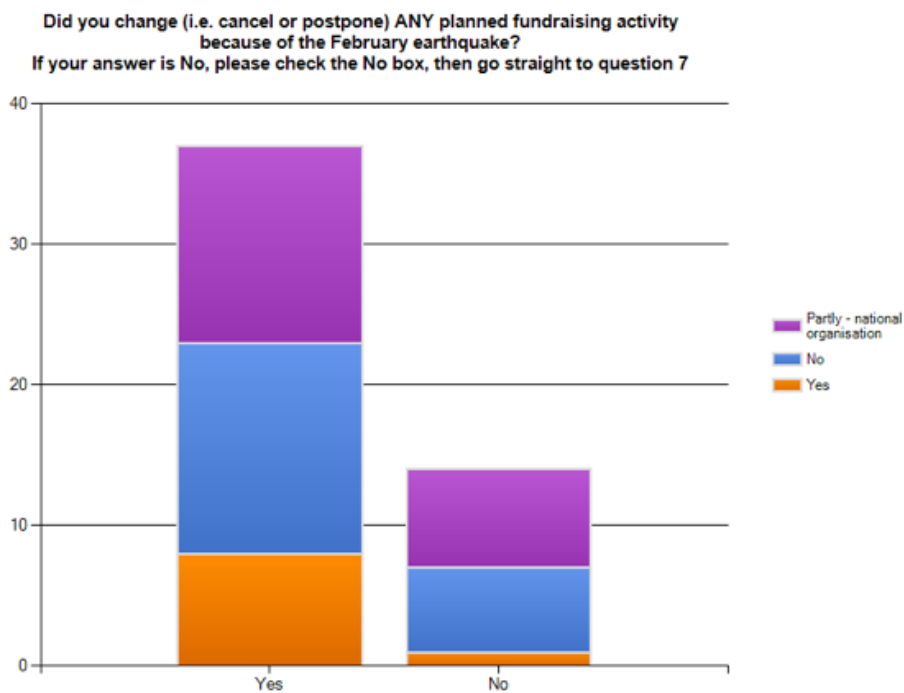
The decision-making, behaviour and subsequent experience of Christchurch-based organisations were compared to non-Christchurch-based organisations.

The columns below represent yes/no answers to the question, 'Did you change (i.e. cancel or postpone) ANY planned fundraising activity?' 71% reported making changes to fundraising plans.

It is clear that, following the earthquake, the majority of organisations, both Christchurch-based and non-Christchurch based altered their fundraising plans by cancelling or postponing an activity. Only one Christchurch-based organisation reported no change to its fundraising plans. Of the 31 cases of postponed activity, 17 had been subsequently rescheduled, either in full or in part, by the time this survey was conducted. Two of the 17 were Christchurch-based.

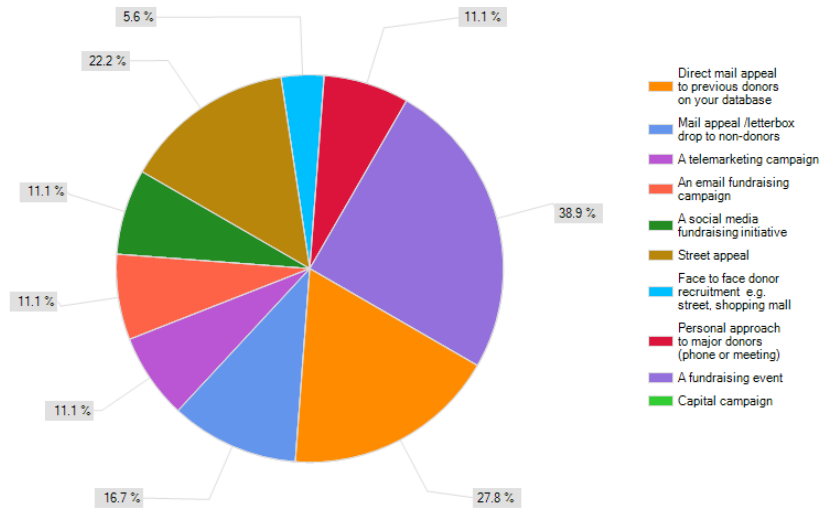
**In this chart, Christchurch-based organisations are shown in orange, partly Christchurch-based national organisations in purple and non-Christchurch based organisations in blue.**

(One organisation who described itself as partly Christchurch-based but not a national organisation has been omitted).

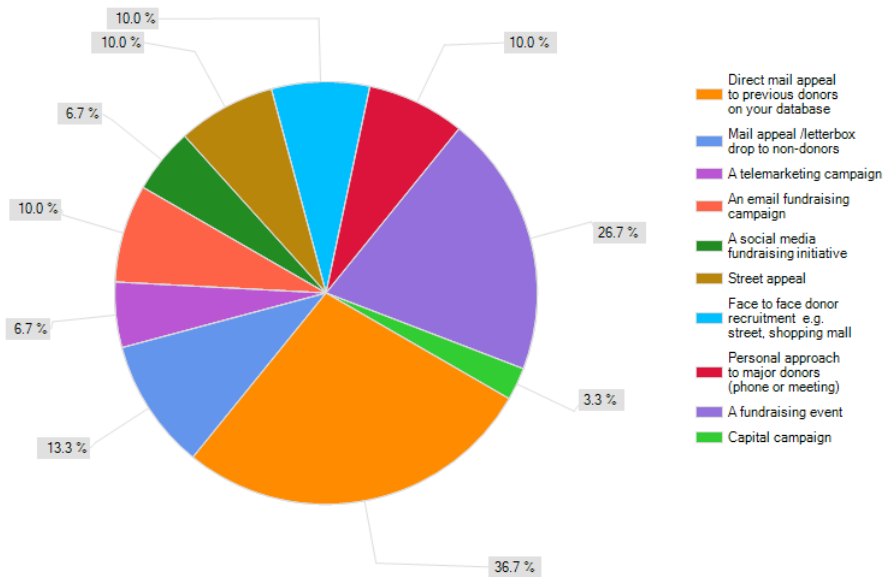


What type of fundraising activity was most affected? The charts below show that mail appeals and events were most frequently mentioned. Only in one instance was a change to a capital campaign plan reported (postponed).

**If you CANCELLED ANY planned fundraising activity, what kind of activity was it? Please check as many options as apply.**



**If you POSTPONED ANY planned fundraising activity, what kind of activity was it? Please check as many options as apply.**

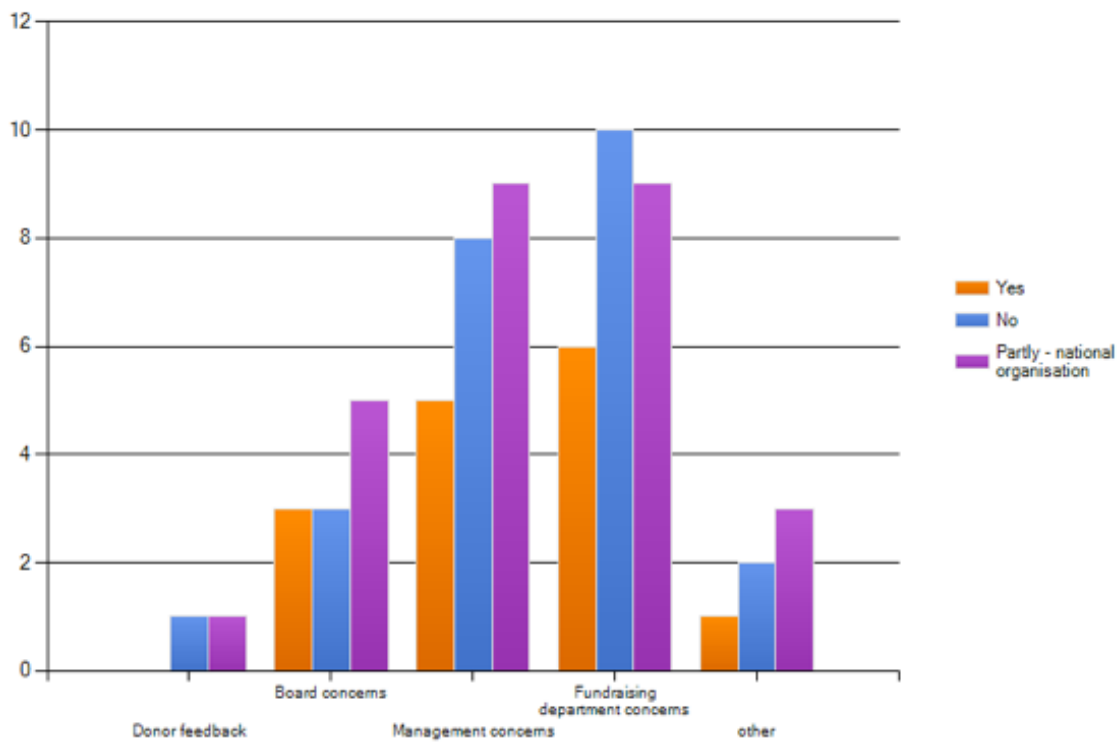


In what part of the organisation did debate and decision-making about continuing, postponing or cancelling take place? Was it at Board level? Was it Management- driven, Fundraising Department driven or did donors directly influence the decision-making process?

In conversations with fundraising staff, managers and board members, a number of people expressed to Xponential Philanthropy their concern donors might react negatively should planned fundraising activity continue. Interestingly however, survey responses show that donor views were not a major influence, in fact only two responses cite donor feedback as a reason for changing plans.

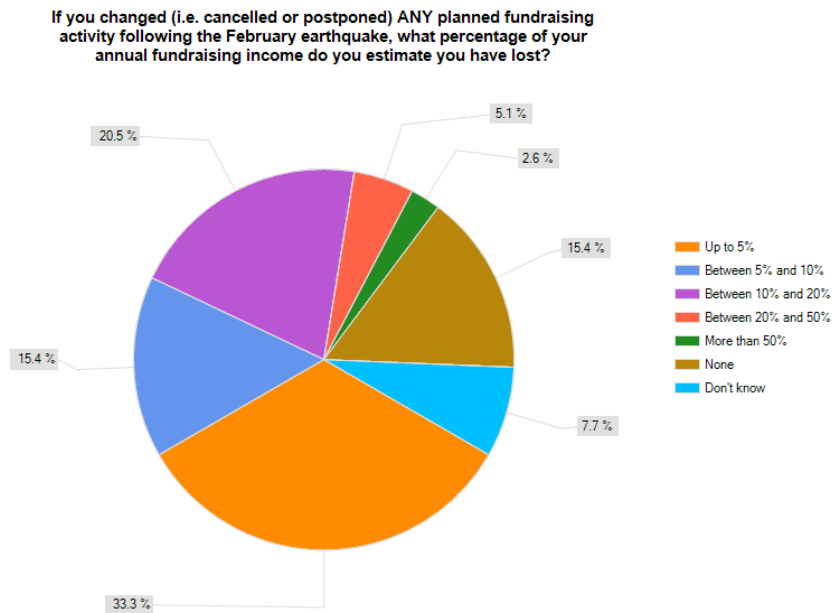
Christchurch-based organisations are shown in orange, partly Christchurch-based national organisations in purple and non-Christchurch based organisations in blue.

**If you changed (i.e. cancelled or postponed) ANY planned fundraising activity because of the February earthquake, what was the reason for your actions?  
Please check as many as apply.**



How did those who cancelled or postponed planned fundraising activity estimate the likely impact on their annual fundraising income?

Christchurch-based organisations are orange, partly Christchurch-based national organisations purple, non-Christchurch based organisations blue.



## Continuation of Planned Fundraising Activity

What then, were the experiences of those who continued with fundraising plans? When questions covering the same spectrum of fundraising activities as above were posed, responses were as follows:

### Direct Mail:

Of the eight reporting higher than expected funds raised, one was Christchurch based, two partly (national organisations) and five non-Christchurch based. Of the 13 reporting lower than expected funds raised, two were Christchurch based, four partly (national organisations) and seven non-Christchurch based.

**If you CONTINUED with planned direct mail fundraising activity to previous donors following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?**

Answer Options	Response %	Response Count
Higher	16.7%	8
Similar	20.8%	10
Lower	27.1%	13
n/a	35.4%	17
<b>answered question</b>		<b>48</b>
<b>skipped question</b>		<b>6</b>



### Non-donor (acquisition) appeals:

Of the two reporting higher than expected funds raised, both were partly Christchurch-based (national organisations). Of the four reporting lower than expected funds raised, one was partly Christchurch-based (national organisation) and three non-Christchurch-based.

If you CONTINUED with planned <u>mail appeal or letterbox drop</u> fundraising activity to non-donors following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	5.3%	2
Similar	10.5%	4
Lower	10.5%	4
n/a	73.7%	28
<b>answered question</b>		<b>38</b>
<i>skipped question</i>		16

### Telemarketing:

If you CONTINUED with a planned <u>telemarketing</u> fundraising campaign following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	0.0%	0
Similar	6.1%	2
Lower	3.0%	1
n/a	90.9%	30
<b>answered question</b>		<b>33</b>
<i>skipped question</i>		21

### Email:

One of the 'similar' responses was Christchurch-based, one was a partly Christchurch-based national organisation and two were not Christchurch-based. The 'higher' responses were one each partly Christchurch based and non-Christchurch-based.

If you CONTINUED with a planned <u>email</u> fundraising campaign following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	5.6%	2
Similar	11.1%	4
Lower	0.0%	0
n/a	83.3%	30
<b>answered question</b>		<b>36</b>
<i>skipped question</i>		18



### Social media:

If you CONTINUED with a planned <u>social media</u> fundraising campaign following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	2.9%	1
Similar	11.8%	4
Lower	0.0%	0
n/a	85.3%	29
<b>answered question</b>		<b>34</b>
<i>skipped question</i>		20

### Street Appeal:

The organisation reporting a higher than normal response was a partly Christchurch-based national organisation. No entirely Christchurch-based organisations feature on this chart.

If you CONTINUED with a planned <u>street appeal</u> fundraising campaign following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	2.9%	1
Similar	5.9%	2
Lower	2.9%	1
n/a	88.2%	30
<b>answered question</b>		<b>34</b>
<i>skipped question</i>		20

### Face to Face:

Of the six 'similar' responses, three were not Christchurch-based and one was a partly Christchurch-based national organisation. The 'lower' response was a partly Christchurch-based national organisation.

Answer Options	Response %	Response Count
Higher	0.0%	0
Similar	17.6%	6
Lower	2.9%	1
n/a	79.4%	27
<b>answered question</b>		<b>34</b>
<i>skipped question</i>		20

### Major donors:

Four 'similar' responses were not Christchurch-based, one Christchurch-based and one partly- (national organisation). One non and one partly-Christchurch based filed 'lower' ratings.

If you CONTINUED with planned <u>major donor</u> activity involving personal direct approaches (e.g. face to face meetings, phone conversations) following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	0.0%	0
Similar	18.2%	6
Lower	9.1%	3
n/a	72.7%	24
<b>answered question</b>		<b>33</b>
<i>skipped question</i>		21

### Events:

The four 'higher' and three 'similar' responses connect with partly-Christchurch based national organisations, as do two of the 'lower' responses. Two non-Christchurch-based responses reported 'similar' and one reported 'lower' outcomes. Two 'similar' responses were Christchurch-based.

If you CONTINUED with planned fundraising event activity following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	12.5%	4
Similar	21.9%	7
Lower	9.4%	3
n/a	56.3%	18
<b>answered question</b>		<b>32</b>
<i>skipped question</i>		22

### Capital Campaigns:

One of the 'similar' responses related to a Christchurch-based organisation. Two of the 'similar' responses are non-Christchurch based.

If you CONTINUED with planned <u>capital campaign</u> fundraising activity following the February earthquake, were the funds raised higher, similar or lower than what you would normally expect?		
Answer Options	Response %	Response Count
Higher	0.0%	0
Similar	8.3%	3
Lower	5.6%	2
n/a	86.1%	31

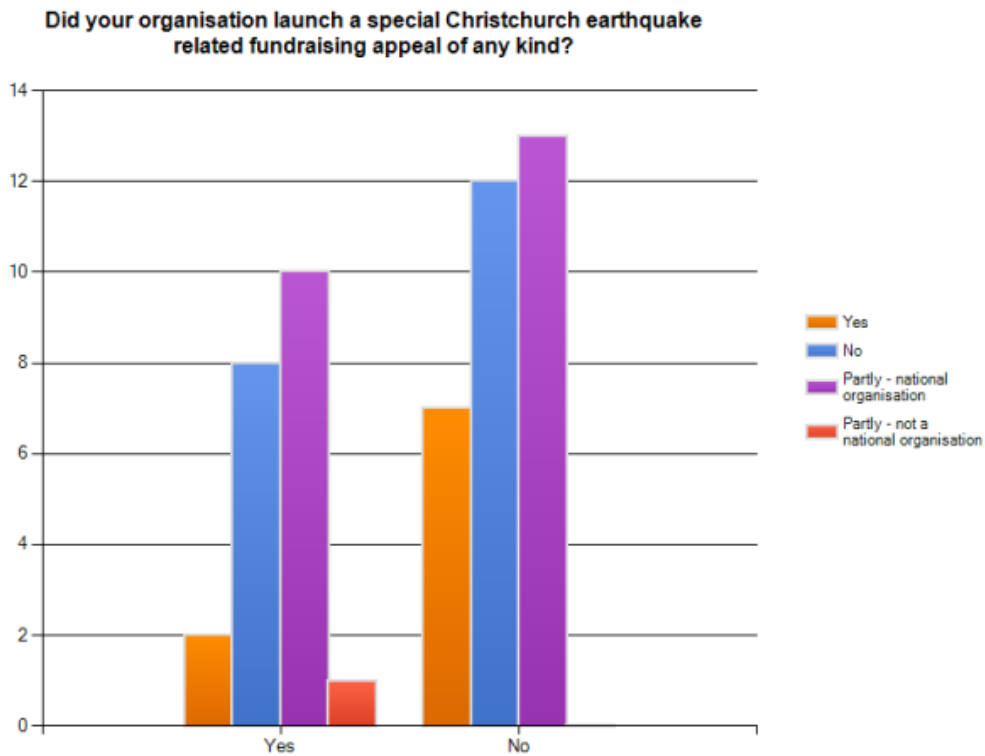


<i>answered question</i>	<b>36</b>
<i>skipped question</i>	<b>18</b>

**Special earthquake-related appeals:**

The final question sought to discover, to what extent, special Christchurch-earthquake-related fundraising appeals had been launched. A total of 21 (29.6%) responses confirmed that special appeals had been launched and 32 (60.4%) responses stated they had not launched a special appeal.

When viewed alongside a Christchurch or non-Christchurch base, the picture looked like this. Christchurch-based organisations are shown in orange, partly Christchurch-based national organisations in purple and non-Christchurch based organisations in blue.



If you have any questions with regard to this paper, please call Xponential Philanthropy New Zealand

**Clive Pedley** CFRE, MFINZ  
**Managing Director**  
 E [cpedley@xponential.co.nz](mailto:cpedley@xponential.co.nz)  
 T 09 215 3626  
 M 0272 484371

**Iyanthi Wijayanayake** MBA, MFINZ  
**Senior Consultant**  
 E [iyanthi@xponential.co.nz](mailto:iyanthi@xponential.co.nz)  
 T 09 215 3624  
 M 021 618 363

**Carol Painter** CFRE, FFINZ  
**Senior Consultant**  
 E [cpainter@xponential.co.nz](mailto:cpainter@xponential.co.nz)  
 T 09 215 3624  
 M 021 246 0839

**Debra Madden** DipCom, MFINZ  
**Campaign Support Coordinator**  
 E [dmadden@xponential.co.nz](mailto:dmadden@xponential.co.nz)  
 M 021 363 463



## Xponential Philanthropy – The Big Gift Specialists