How important is a nonprofit's performance data that shows the impact of your donation when deciding to support the organization?

Rated from 0 (Not important at all) to 10 (Most important)

0	1	2	3	4	5	6	7	8	9	10
0%	0%	0%	1%	0%	2%	2%	5%	14%	24%	50%
1 response	0 response	2 responses	7 responses	4 responses	19 responses	15 responses	36 responses	101 responses	174 responses	365 responses

Average rating was 9.0

724 out of 731 responded

How important is a nonprofit's reputation (what others are saying) when deciding to support the organization?

Rated from 0 (Not important at all) to 10 (Most important)

0	1	2	3	4	5	6	7	8	9	10
0%	0%	1%	1%	1%	8%	6%	18%	22%	18%	20%
4 responses	1 response	10 responses	9 responses	10 responses	64 responses	46 responses	134 responses	164 responses	137 responses	149 responses

Average rating was 7.8

728 out of 731 responded

How important is a nonprofit's financial stability when deciding to support the organization?

Rated from 0 (Not important at all) to 10 (Most important)

0	1	2	3	4	5	6	7	8	9	10
0%	0%	0%	0%	1%	5%	6%	14%	21%	24%	24%
1 response	1 response	2 responses	4 responses	11 responses	37 responses	47 responses	104 responses	158 responses	181 responses	180 responses

Average rating was 8.2   726 out of 731 responded

How important is a nonprofit's internal policies regarding diversity, equity, inclusion (DEI) when deciding to support the organization?

Rated from 0 (Not important at all) to 10 (Most important)

0	1	2	3	4	5	6	7	8	9	10
3%	1%	2%	2%	2%	9%	7%	13%	17%	19%	19%
28 responses	12 responses	19 responses	19 responses	19 responses	71 responses	55 responses	99 responses	126 responses	140 responses	140 responses

Average rating was 7.2

728 out of 731 responded

How important is a nonprofit's evidence of the organization's planning/strategy when deciding to support the organization?

Rated from 0 (Not important at all) to 10 (Most important)

0	1	2	3	4	5	6	7	8	9	10
0%	0%	0%	0%	0%	4%	5%	12%	23%	24%	27%
1 response	0 response	3 responses	6 responses	2 responses	36 responses	43 responses	90 responses	169 responses	180 responses	199 responses

Average rating was 8.3

729 out of 731 responded