

## DIGITAL SURVEY

VC Vivak Choudhury <pgiving1@gwu.edu> | Durnin, Renee

**Important Reminder!**

If there are problems with how this message is displayed, click here to view it in a web browser.

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**School of Business**  
THE GEORGE WASHINGTON UNIVERSITY

Dear Renee Seed,

I am writing to request a favor — that you please take a few minutes of your valuable time to complete our Alumni and Friends Insight Survey by clicking on this link:

<http://ReneeSeedDurnin290.HelpsGWU.org>

Your input will help us significantly increase our fundraising efficiency by providing a better understanding of why and how our alumni and friends make giving decisions.

Since you are one of a select group of alumni and friends receiving this survey, your response is especially important. If possible, please complete within 10 days.

If you have any questions, our Office of Planned Giving staff will be happy to answer them. You can reach them directly at (877) 498-7590.

Thank you in advance for your cooperation. I hope to have the opportunity to thank you in person at one of our upcoming events.

With kindest regards,  
Vivek Choudhury  
Interim Dean  
Professor of Information Systems and Technology Management  
The George Washington University School of Business

P.S. I assure you the information you provide will be kept in strict confidence.

CONTACT US  
You can reply to this email, or contact us via postal mail at:  
George Washington University  
2033 K St. NW Suite 300 Washington, DC, US

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You can reply to this email, or contact us via postal mail at:  
George Washington University  
2033 K St. NW Suite 300 Washington, DC, US

Development and Alumni Relations  
University

Information you provide will be kept in strict confidence.

## MAILED SURVEY

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

Development and Alumni Relations  
2100 M Street, NW  
Suite 310  
Washington, DC 20052

John Q. Sample  
Gabriel Group  
3190 Rider Trail South  
Earth City, MO 63045-1518

Dear Mr. Sample:

I am writing to request a favor — that you please take a few minutes to complete the survey enclosed with this letter.

Your input will help us significantly increase our fundraising efficiency by providing a better understanding of why and how our alumni and friends make giving decisions.

Since you are one of a select group of alumni and friends receiving this survey, your response is especially important. If possible, please complete within 10 days. If you have any questions, Senior Executive Director John Kendrick will be happy to answer them. You can reach him directly at (877) 498-7590.

Thank you in advance for your cooperation. I hope to have the opportunity to thank you in person at one of our upcoming events.

With kindest regards,  
Michael J. Mosherberg, CFRE  
Vice President, Development and Alumni Relations

P.S. I assure you the information you provide will be kept in strict confidence.

**THE GEORGE WASHINGTON UNIVERSITY**  
WASHINGTON, DC

**ALUMNI & FRIENDS INSIGHT SURVEY**

FOR  
John Q. Sample  
Gabriel Group  
3190 Rider Trail South  
Earth City, MO 63045-1518

**IMPORTANT NOTE:**

We value your input. Please review and complete at your earliest convenience. We would appreciate your response within 10 days. The information you provide will help us gain a better understanding of why and how our alumni and friends make gifts. The information you provide is for the George Washington University's use only and will, of course, be kept in confidence.

GW

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

Alumni & Friends Insight Survey

1. The following are several reasons why alumni and friends choose to support the George Washington University and/or its School of SEHD. Please tell us how important each of these reasons is to you. Using the five-point rating scale in which 5 is "Very Important" and 1 is "Not Important," check the number that best expresses your opinion of each statement.

	1 Not Important	2	3 Somewhat Important	4	5 Very Important
1A) GW was important to my success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1B) GW helped me financially.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1C) I fondly remember my time at GW.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1D) Quality higher education is important to our progress as a nation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1E) GW conducts important research with far-reaching implications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1F) GW builds leaders in many disciplines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1G) A gift to GW is a good investment in future leaders.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1H) I know my gift will be used prudently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How important is each of the following factors when you are considering making a gift to the George Washington University and/or its School of SEHD? Using the five-point rating scale in which 5 is "Very Important" and 1 is "Not Important," check the number that best expresses your opinion of each statement.

	1 Not Important	2	3 Somewhat Important	4	5 Very Important
2A) Personal satisfaction of giving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2B) Potential impact on others' lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2C) Pay forward the benefits I received as a student.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2D) Expression of my personal values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2E) Ability to direct how a gift will be used.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2F) Tax advantages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2G) Gifts that pay me income.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2H) Gifts that pay income to a loved one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

First Name: JOHN  
Last Name: SAMPLE  
Address: 3190 RIDER TRAIL S  
City: EARTH CITY  
State: MO  
Zip Code: 63045

GW

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

Alumni & Friends Insight Survey for John Sample

1. WHY YOU SUPPORT THE GEORGE WASHINGTON UNIVERSITY

1. The following are several reasons why alumni and friends choose to support the George Washington University and/or its School of SEHD. Please tell us how important each of these reasons is to you. Using the five-point rating scale in which 5 is "Very Important" and 1 is "Not Important," check the number that best expresses your opinion of each statement.

	1 Not Important	2	3 Somewhat Important	4	5 Very Important
1A) GW was important to my success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1B) GW helped me financially.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1C) I fondly remember my time at GW.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1D) Quality higher education is important to our progress as a nation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1E) GW conducts important research with far-reaching implications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1F) GW builds leaders in many disciplines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1G) A gift to GW is a good investment in future leaders.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1H) I know my gift will be used prudently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How important is each of the following factors when you are considering making a gift to the George Washington University and/or its School of SEHD? Using the five-point rating scale in which 5 is "Very Important" and 1 is "Not Important," check the number that best expresses your opinion of each statement.

	1 Not Important	2	3 Somewhat Important	4	5 Very Important
2A) Personal satisfaction of giving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2B) Potential impact on others' lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2C) Pay forward the benefits I received as a student.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2D) Expression of my personal values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2E) Ability to direct how a gift will be used.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2F) Tax advantages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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GW

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

First Name: JOHN  
Last Name: SAMPLE  
Address: 3190 RIDER TRAIL S  
City: EARTH CITY  
State: MO  
Zip Code: 63045  
Email: johnsample@gmail.com

Survey for John Sample

1. WHY YOU SUPPORT THE GEORGE WASHINGTON UNIVERSITY

1. The following are several reasons why alumni and friends choose to support the George Washington University and/or its School of SEHD. Please tell us how important each of these reasons is to you. Using the five-point rating scale in which 5 is "Very Important" and 1 is "Not Important," check the number that best expresses your opinion of each statement.

	1 Not Important	2	3 Somewhat Important	4	5 Very Important
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1C) I fondly remember my time at GW.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1D) Quality higher education is important to our progress as a nation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1E) GW conducts important research with far-reaching implications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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## SURVEY REPORTS

gabriel GROUP

The George Washington University  
July 2013 Survey Mailing  
Results

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

AGE	0-18	19-29	30-39	40-49	50-59	60-69	70-79	80-89	90+	TOTAL
Mail Quantity	714	112	112	112	112	112	112	112	112	1,314
Overall # of Responses	112	112	112	112	112	112	112	112	112	1,314
Overall Response Rate	15.7%	100%	100%	100%	100%	100%	100%	100%	100%	12.4%
Cash Donations Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

UNIQUE RESPONDERS - TIER 1 & 2 TOTAL #

Group	0 (no gifts)	1-2 Gifts	3-4 Gifts	5-6 Gifts	7-8 Gifts	9-10 Gifts	TOTAL
Mail Quantity	23	112	112	112	112	112	1,314
Overall # of Responses	23	112	112	112	112	112	1,314
Overall Response Rate	3.2%	100%	100%	100%	100%	100%	12.4%
Cash Donations Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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