

# **How to Survey the Level of Giving and Volunteering in Your Community**

**A RESEARCH SURVEY KIT**



**PROGRAM ON MEASURABLE GROWTH  
IN GIVING AND VOLUNTEERING**

INDEPENDENT SECTOR is a nonprofit coalition of 650 corporate, foundation, and voluntary organization members. It is a national forum designed to encourage giving, volunteering and not-for-profit initiative thereby better serving people, communities and causes.

**HOW TO SURVEY THE LEVEL OF GIVING  
AND VOLUNTEERING IN YOUR COMMUNITY**

**A RESEARCH SURVEY KIT**

- Basic Questionnaire
- Long Questionnaire

**INDEPENDENT SECTOR'S  
PROGRAM ON MEASURABLE GROWTH  
IN GIVING AND VOLUNTEERING**

## HOW TO SURVEY THE LEVEL OF GIVING AND VOLUNTEERING IN YOUR COMMUNITY

Once you have put together a Steering Committee and agreed to establish a campaign to increase giving and volunteering, the first step is to arrange for a survey to measure the level of your community's current effort. Without this basic information it will be difficult for your Steering Committee to set realistic yet ambitious goals for the campaign and impossible to know how well you are succeeding in meeting your objectives.

### Decide Which Survey To Use

INDEPENDENT SECTOR has developed two questionnaires for this purpose, both of which are printed in a Research Survey Kit available from INDEPENDENT SECTOR.

1) The basic questionnaire includes core questions that local campaigns can use to establish baseline levels of giving and volunteering in their communities. The same survey is being used at the national level to establish a national baseline. Communities that have completed this baseline survey will then be able to compare their local profile with the national profile of giving and volunteering and with those of other communities participating in the campaign. Results from these surveys will be used to put together a national scoreboard and — based on results from follow-up surveys in 1988, 1990, and 1992 — to chart the progress made toward reaching campaign goals, both national and local.

2) The long questionnaire incorporates the basic questionnaire, and it includes many other questions that may be useful to a community that is developing a campaign to increase giving and volunteering. Among them are a series of questions about why people give and volunteer, about what kinds of solicitations — such as ads, letters, and personal visits — are most likely to elicit a favorable response, and about how this response may vary from charity to charity. Additional questions may, of course, be added to address local needs and conditions. Survey results will help groups from widely diverse segments of the community measurably increase the support they are able to attract. Groups in Denver, Milwaukee, and the state of New Jersey have opted to use their own versions of this longer survey in order to obtain as much of this extra information about their communities as possible. They expect local organizations to be able to apply the survey results to their own strategic planning for giving and volunteering.

The only questions that must be used in this questionnaire are the basic questions, those marked with an asterisk. All the others are optional, intended only to enrich the community's baseline knowledge about its patterns and practices of giving and volunteering. The longer survey need not be conducted more than once, but the basic survey must be repeated at two year intervals to determine how well the community is meeting its goals. This same basic questionnaire will also be used at the national level every two years so that the results will be directly comparable with those generated at the local level.

### Arrange for the Survey

Most communities will be able to tap market research or public opinion research organizations in their immediate area to conduct the survey. Your Survey/Research Committee can then meet to review the proposals you receive and to select the

organization that will conduct the survey. Note that the call for proposals requires that a tape of the findings be sent to the National Center for Charitable Statistics at INDEPENDENT SECTOR for use in compiling the national scoreboard.

Longer surveys seem to be costing about \$43,000, depending on the number of questions selected by the local committee; basic surveys generally cost no more than \$25,000.

### **Time the Survey**

Surveys to measure giving and volunteering can only be done twice a year -- from the beginning of February to mid-March and from the beginning of October to the second week of November. The survey time period is so limited because national studies have found that volunteering declines during the summer and increases enormously during major religious holidays. Therefore, normal volunteer activity can be effectively measured only during two short periods of the calendar year.

BASIC SURVEY OF INDIVIDUAL GIVING AND VOLUNTEERING\*

**PART I - VOLUNTEERING**

(HAND CARD 1)

1. Listed under Reference Card 1 are examples of the many different areas in which people do volunteer activity. By volunteer activity I mean not just being a dues paying member of a nonprofit organization, but actually working in some way to help others for no monetary pay. In which, if any, of the areas listed on this card have you done some volunteer work in the past twelve months?

NOTE: Just read off the letter of each area. (RECORD BELOW UNDER Q. 1) (IF "NONE," GO TO PART II - GIVING)

<u>Q. 1</u>	<u>Q. 2</u>	<u>Q. 3</u>	<u>Q. 4</u>	<u>Q. 5</u>	<u>Q. 6</u> (TYPE IS UNKNOWN, RECORD NAME OF ORGANIZATION)
<u>Past twelve months</u>	<u>Past Month</u>		<u>Past Week</u>		<u>Type</u>
	<u>Area</u>	<u>Hours</u>	<u>Area</u>	<u>Hours</u>	
1. AC )Health	1C )	_____	1C )	_____	_____
2. BC )Education	2C )	_____	2C )	_____	_____
3. CC )Religious organizations	3C )	_____	3C )	_____	_____
4. DC )Social services and welfare	4C )	_____	4C )	_____	_____
5. EC )Civic, social, and fraternal associations	5C )	_____	5C )	_____	_____
6. FC )Community action	6C )	_____	6C )	_____	_____
7. GC )Recreation	7C )	_____	7C )	_____	_____
8. HC )Arts, culture, and humanities	8C )	_____	8C )	_____	_____

\*Basic survey consists of Parts I and II and are applicable for all areas. At the local level, supplementary questions can be added to this document.

(Note: The operational instrument should try to have Questions 1-6 on one page)

BASIC QUESTIONNAIRE

<u>Q. 1</u>	<u>Q. 2</u>	<u>Q. 3</u>	<u>Q. 4</u>	<u>Q. 5</u>	<u>Q. 6 (TYPE IS UNKNOWN, RECORD NAME OF ORGANIZATION)</u>
<u>Past twelve months</u>	<u>Past Month</u>		<u>Past Week</u>		<u>Type</u>
	<u>Area</u>	<u>Hours</u>	<u>Area</u>	<u>Hours</u>	
9. I( ) Work-related organizations	9C )	_____	9C )	_____	_____
10. J( ) Political organizations	10C )	_____	10C )	_____	_____
11. K( ) General-fund raisers	11C )	_____	11C )	_____	_____
11a. K1( ) Multi-purpose human welfare services	11aC )	_____	11aC )	_____	_____
11b. K2( ) Health	11bC )	_____	11bC )	_____	_____
11c. K3( ) Education	11cC )	_____	11cC )	_____	_____
12. L( ) International/foreign (in U.S. and abroad)	12C )	_____	12C )	_____	_____
13. M( ) Informal-alone	13C )	_____	13C )	_____	_____
14. N( ) Other _____ (PLEASE SPECIFY)	14C )	_____	14C )	_____	_____

15. O( ) None of These - (GO TO PART II - GIVING)

Now let us talk about a shorter span of time--the past month:

2. In which of these areas have you done some volunteer work in the past month?

(RECORD ABOVE UNDER Q. 2)

3. I'd like your best estimate of the total number of hours you spent in the past month on

each of the areas in which you have been a volunteer. First, how many hours did you spend in the past month working for (ASK ABOUT EACH UNDER Q. 2)? (RECORD ABOVE UNDER Q. 3)

4. What about the past week? Have you done volunteer work for (EACH AREA MENTIONED IN Q. 2)? During the past seven days? (RECORD ABOVE UNDER Q. 4)

(IF 'YES'):

5. During the past week, about how many hours would you say you worked for that group?

(RECORD ABOVE UNDER Q. 5)

6. (HAND CARD 2)

(FOR EACH AREA MENTIONED IN Q.1.) Which one number on Reference Card 2 best describes how it operates? If you can't tell me what type of organization it is, please tell me the full name of the organization or group (RECORD ABOVE Q. 6)

Note: Now I'd like to ask you about the volunteer activity with which you are involved. (HAND CARD 3)

7. How did you first learn about the volunteer activity with which you are involved? (Just read off the number that applies from Reference Card 3.)

(Interviewer: Read areas of indicated volunteer activity in Q. 1.)

First Learned About Activity

1 Asked by someone  
 2 Had a family member or a friend  
 3 Through participating in an organization  
 4 Saw an ad .. radio, TV  
 5 Sought activity on own  
 6 Other  
 7 Don't know

Volunteer Activity Areas

1 2 3 4 5 6 7

- AC )Health
- BC )Education
- CC )Religious organizations
- DC )Social services and welfare
- EC )Civic, social, and fraternal associations
- FC )Community action
- GC )Recreation
- HC )Arts, culture, and humanities
- IC )Work-related organizations
- JC )Political organizations
- KC )General fund raisers
- LC )International/foreign (in U.S. and abroad)
- MC )Informal-alone
- NC )Other
- HC )
- NC )

1  
 01



8. Compared with three years ago, would you say you spend more, fewer, or about the same number of hours on volunteer work now as you did three years ago? (CHECK RESPONSE)

1( )More

2( )Fewer

3( )Same

4( )Don't know

**PART II - GIVING**

(HAND CARD 4)

9. Listed on Reference Card 4 are examples of the many different fields in which people contribute money or other property for charitable purposes. I mean people transferring money or property that is a voluntary contribution and not part of any specific transaction seeking material gain (profit), or the past, current, or future provision of goods and/or services to the donor commensurate with the gift. In which, if any, of the fields listed on this card have you contributed some money or other property to in the past twelve months? Just read off the letter of each field.

(RECORD BELOW UNDER Q. 9)

Q. 9 Field	Q. 10 Past Twelve Months			Q. 11	Q. 12
	of which:			National dollars	(TYPE IS UNKNOWN RECORD NAME OF ORGANIZATION)  Type
	Estimated dollars	Local dollars	Local dollars		
1. A( )Arts, culture, and humanities	\$ _____	\$ _____	\$ _____	_____	_____
2. B( )Education/instruction (formal and informal)	\$ _____	\$ _____	\$ _____	_____	_____
3. C( )Environment (including animals)	\$ _____	\$ _____	\$ _____	_____	_____
4. D( )Health (including mental health)	\$ _____	\$ _____	\$ _____	_____	_____
5. E( )Human services	\$ _____	\$ _____	\$ _____	_____	_____
6. F( )International/foreign (in U.S. and abroad)	\$ _____	\$ _____	\$ _____	_____	_____
7. G( )Public/society benefit	\$ _____	\$ _____	\$ _____	_____	_____
8. H( )Religion	\$ _____	\$ _____	\$ _____	_____	_____
9. I( )Youth development	\$ _____	\$ _____	\$ _____	_____	_____
10. J( )Other _____ (PLEASE SPECIFY)	\$ _____	\$ _____	\$ _____	_____	_____
11. K( )All	\$ _____	\$ _____	\$ _____	_____	_____
12. L( )None of these - (SKIP TO Q. 16)					

(Note: The operational instrument should try to have Questions 9-12 on one page.)

RESPONDENT RETAINS CARD 4

10. Approximately how much money and/or the cash equivalent of property have you contributed in each of the fields listed above in the past twelve months?. (REPEAT FOR EACH ITEM CHECKED IN Q. 9) (RECORD ABOVE UNDER Q. 10) (Don't know - volunteered) \_\_\_\_\_

11.. Approximately how much of this went to local organizations (within town, city, state, and regional) as opposed to national organizations? (REPEAT FOR EACH ITEM CHECKED IN Q. 9) (RECORD ABOVE UNDER Q. 11)

12. (HAND CARD 2)

(FOR EACH AREA MENTIONED IN Q. 9.) Which one number on Reference Card 2 best describes how it operates? If you can't tell me what type of organization it is, please tell me that full name and organization or group. (RECORD UNDER Q. 12)

(If no positive response to Q. 9, skip to Q. 16.)

13. Overall, is the amount of money you gave to charity in the past year about the same as you usually give--or was it a larger amount or a smaller amount?

- (SKIP TO Q. 14) About the same..... -1
- Larger..... -2
- Smaller..... -3
- (SKIP TO Q. 14) Not sure..... -4

a. Was there any particular reason you gave more money to charity in the past year?

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b. Was there any particular reason you gave less money to charity in the past year?

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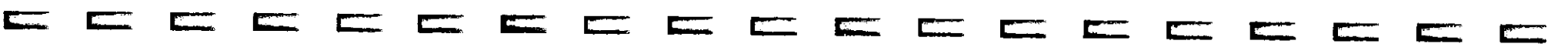
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14. Compared with other people like yourself, do you think you are currently giving more, less, or about the same amount to charity?

- More..... -1
- Less..... -2
- About the same..... -3
- Not sure (volunteered).... -4



(HAND CARD 5)

15. Listed on Reference Card 5 are the many different reasons people give to charity. What would you say were the reason or reasons you gave to (Interviewer: Read field of indicated giving in 0.9) that you indicated in 0.9. Just read off the number or numbers on the card that apply. (REPEAT FOR EACH APPROPRIATE FIELD.)

Fields of Giving (0.9)

Reasons for Giving	( ) A	( ) B	( ) C	( ) D	( ) E	( ) F	( ) G	( ) H	( ) I	( ) J
1										
2										
3										
4										
5										
6										
7										
9										
10										
11										
12										
13										
14										
14a										
14b										
14c										

(Interviewer go back and ask respondent for most important reason there more than one answer volunteered. The most important reason is to be indicated by circling the checkmark in the appropriate cell.)

16. As you know, people are asked to give to charitable organizations through a variety of means--in letters, telephone calls, and so forth. Which of these approaches would you say you are most likely to respond to? On a scale of 1 to 5 where "5" means most likely and "1" means least likely--how would you rate: (READ AND RECORD FOR EACH ITEM)  
(ROTATE LIST)

	Most Likely					Not Sure	
	-5	-4	-3	-2	-1	Least Likely	Not Applicable
Receiving a letter asking you to give.....	-5	-4	-3	-2	-1	-0	
Receiving a phone call asking you to give.....	-5	-4	-3	-2	-1	-0	
Someone coming to the door asking you to give.....	-5	-4	-3	-2	-1	-0	
Being asked at work to give.....	-5	-4	-3	-2	-1	-0	
Being asked to give by someone you know well.....	-5	-4	-3	-2	-1	-0	
Seeing a television commercial asking you to give.....	-5	-4	-3	-2	-1	-0	
Reading a newspaper or magazine advertisement asking you to give.....	-5	-4	-3	-2	-1	-0	
Being asked to give in a telethon or radiothon.....	-5	-4	-3	-2	-1	-0	

17. How long have you lived in the city or community in which you presently reside?

Less than a year.....	-1
1 - 2 years.....	-2
3 - 5 years.....	-3
6 - 9 years.....	-4
10 - 14 years.....	-5
15 years or more.....	-6

18. What is your marital status?

Married, spouse present.....	1
Single/never married .....	2
Divorced/separated .....	3
Widowed.....	4

19. What is your age?

- 14 - 17 years..... -1
- 18 - 20 years..... -2
- 21 - 24 years..... -3
- 25 - 27 years..... -4
- 30 - 34 years..... -5
  
- 35 - 39 years..... -6
- 40 - 49 years..... -7
- 50 - 64 years..... -8
- 65 - 74 years..... -9
- 75 years and over..... -0

20. What is the last grade of school  
you completed?

- 8th grade or less..... -1
- Some high school..... -2
- High school graduate..... -3
- Some college..... -4
- 2-year college graduate..... -5
- 4-year college graduate..... -6
- Postgraduate study..... -7

21. What is your religion?

- (SKIP TO Q. 23) Catholic..... -1  
(ASK Q. 22) Protestant..... -2  
                  Jewish..... -3
- (SKIP TO Q. 23) { Jewish..... -3  
                  { Greek Orthodox..... -4  
                  { Nondenominational.... -5
- (SKIP TO Q. 22) Christian  
                  (unspecified)..... -6
- Other: \_\_\_\_\_ -7  
                  (PLEASE SPECIFY)
- (SKIP TO Q. 23) None..... -8
- Refused..... -9

22. IF PROTESTANT/CHRISTIAN UNSPECIFIED:

What denomination is that?

- Adventist..... -1  
Baptist..... -2  
Congregationalist..... -3  
Episcopalian..... -4
- Lutheran..... -5  
Methodist..... -6  
Mormon..... -7
- Pentacostal..... -8  
Presbyterian..... -9  
Unitarian..... -0  
United Church of Christ..... -x
- Other: \_\_\_\_\_ -y  
                  (PLEASE SPECIFY)
- None..... -1

23. How important would you say religion  
is in your life? Would you say:

(READ LIST)

- It is very important..... -1
- Fairly important, or..... -2
- Not very important..... -3
- Not sure (DON'T READ)..... -4
- No answer..... -5

24. Do you attend church or synagogue  
services? (READ LIST)

- Every week or nearly  
every week..... -1
- Once or twice a month..... -2
- Only a few times a year, or... -3
- Never at all..... -4

25. How many people, including yourself  
and all children, live in this  
household?

- (SKIP TO Q. 26) - One..... -1
- Two..... -2
- Three..... -3
- Four..... -4
- Five..... -5
- Six or more... -6



26. How many of these people are children under 18 years of age?

- None..... -1
- One..... -2
- Two..... -3
- Three..... -4
- Four..... -5
- Five..... -6
- Six or more... -7

27. What is your occupation?

\_\_\_\_\_  
 (WRITE IN--DO NOT CHECK LIST)

Professional/technical (doctors, lawyers, teachers, clergy, veterinarians, psychologists, scientists, journalists, writers, laboratory technicians, researchers, airline pilots, athletes, computer programmers, artists, social workers, etc...) -1

Business managers/administrators (owns business, has managerial position in a business..... -2

28. IF "MARRIED" (FROM Q. 18), ASK:

What is your spouse's occupation?

\_\_\_\_\_  
 (WRITE IN--DO NOT CHECK LIST)

Professional/technical (doctors, lawyers, teachers, clergy, veterinarians, psychologists, scientists, journalists, writers, laboratory technicians, researchers, airline pilots, athletes, computer programmers, artists, social workers, etc...)... -1

Business managers/administrators (owns business, has managerial position in a business..... -2

Service worker (government employees, police/fire persons, nurses and health workers, postal workers, members of military, etc.)..... -3

Clerical and sales (secretaries, typists, clerks, word processors, bookkeepers, cashiers, check-out persons, salespersons, etc.)..... -4

Skilled workers (carpenters, electricians, machinists, mechanics, factory foreman or supervisor, union officials, masons, shoemakers, bus drivers, locksmiths, painters, etc.)..... -5

Unskilled workers (factory workers, waiters/waitresses, guards, security workers, janitors, toll booth collectors, etc.)..... -6

Farmers (farm owners, workers)..... -7

Other..... -8

Housewife..... -9

Retired..... -0

Unemployed, not working..... -x

Student..... -y

Disabled..... -1

No answer..... -2

Service worker (government employees, police/fire persons, nurses and health workers, postal workers, members of military, etc.)..... -3

Clerical and sales (secretaries, typists, clerks, word processors, bookkeepers, cashiers, check-out persons, salespersons, etc.)..... -4

Skilled workers (carpenters, electricians, machinists, mechanics, factory foreman or supervisor, union officials, masons, shoemakers, bus drivers, locksmiths, painters, etc.)..... -5

Unskilled workers (factory workers, waiters/waitresses, guards, security workers, janitors, toll booth collectors, etc.)..... -6

Farmers (farm owners, workers)..... -7

Other..... -8

Housewife..... -9

Retired..... -0

Unemployed, not working..... -x

Student..... -y

Disabled..... -1

No answer..... -2

29. Are you white, black, or native American Indian?

- White..... -1
- Black..... -2
- Native American... -3
- Other..... -4
- No answer..... -5

30. Are you of Hispanic origin?

Yes \_\_\_ No \_\_\_

31. Is your total family income before taxes:  
(READ LIST)

- (ASK Q. 32) - Less than \$20,000.... -1
- (SKIP TO Q. 33) - \$20,000 or more..... -2

32. Is your total family income: (READ LIST)

- Under \$10,000..... -1
  - Between \$10,000 and \$15,000.... -2
  - \$15,000 or more..... -3
- (SKIP TO Q. 35)

33. Is your total family income: (READ LIST)

- (SKIP TO Q. 35) { Under \$25,000..... -1
  - { Between \$25,000
  - { and \$30,000..... -2
  - { \$30,000 or more..... -3
- (If \$30,000 or more, ask  
Q. 34.)

34. What, approximately, is your family  
income? Is it: (READ LIST)

\$30,000 - \$34,999.....	-1
\$35,000 - \$39,999.....	-2
\$40,000 - \$44,999.....	-3
\$45,000 - \$49,000.....	-4
\$50,000 - \$59,000.....	-5
\$60,000 - \$74,999.....	-6
\$75,000 - \$99,999.....	-7
\$100,000 or more.....	-8

35. RECORD, DO NOT ASK:

Sex

Male.....	-1
Female.....	-2

BASIC SURVEY OF INDIVIDUAL GIVING AND VOLUNTEERING\*

PART I - VOLUNTEERING

(HAND CARD 1)

1. Listed on Reference Card 1 are examples of the many different areas in which people do volunteer activity. By volunteer activity I mean not just being a dues paying member of a nonprofit organization, but actually working in some way to help others for no monetary pay. In which, if any, of the areas listed on this card have you done some volunteer work in the past twelve months?

NOTE: Just read off the letter of each area. (RECORD BELOW UNDER Q. 1) (IF "NONE," GO TO PART II - GIVING)

<u>Q. 1</u>	<u>Q. 2</u>	<u>Q. 3</u>	<u>Q. 4</u>	<u>Q. 5</u>	<u>Q. 6 (TYPE IS UNKNOWN, RECORD NAME OF ORGANIZATION)</u>
<u>Past twelve months</u>	<u>Past Month</u>	<u>Past Week</u>			<u>Type</u>
	<u>Area</u>	<u>Hours</u>	<u>Area</u>	<u>Hours</u>	
1. A( )Health	1( )	_____	1( )	_____	_____
2. B( )Education	2( )	_____	2( )	_____	_____
3. C( )Religious organizations	3( )	_____	3( )	_____	_____
4. D( )Social services and welfare	4( )	_____	4( )	_____	_____
5. E( )Civic, social, and fraternal associations	5( )	_____	5( )	_____	_____
6. F( )Community action	6( )	_____	6( )	_____	_____
7. G( )Recreation	7( )	_____	7( )	_____	_____
8. H( )Arts, culture, and humanities	8( )	_____	8( )	_____	_____

\*Basic survey consists of Parts I and II and are applicable for all areas. At the local level, supplementary questions can be added to this document.

(Note: The operational instrument should try to have Questions 1-6 on one page)

REFERENCE CARD 1

Areas of Volunteer Work

Areas

- A. Health -- Hospitals, rescue squads, mental health clinics, blood donation stations, blood banks, nursing and personal care facilities, visiting nurse associations, crisis counseling, hot lines, etc.
- B. Education -- Elementary and secondary schools, colleges and universities, libraries, information centers, and auxiliary organizations, such as PTA's and alumni groups.
- C. Religious Organizations -- Churches, temples, religious community centers, religious schools operated by religious organizations, convents, monasteries, Church World Service, missionary organizations, etc.
- D. Social Services and Welfare -- Community and neighborhood centers, senior citizens centers, meals on wheels, child day-care centers, job counseling and training, homes for the aged, destitute men and women, orphanages, legal aid societies and courts, Red Cross, Salvation Army, Goodwill Industries, Lighthouses for the Blind, Alcoholics Anonymous, etc.
- E. Civic, Social, and Fraternal Associations -- Boy and Girl Scouts, 4-H Clubs and other youth development organizations, citizens' unions, Veterans' organizations and auxiliaries, animal humane societies, etc.
- F. Community Action -- Antipoverty boards, environmental, consumer organizations, advocacy organizations--nuclear freeze--save the whales, etc.
- G. Recreation -- Little Leagues, membership clubs in such areas as swimming, boating, skiing, aviation, rifle, hunting, etc.
- H. Arts, Culture, and Humanities -- Theaters, operas, symphony orchestras, dance groups, Public TV, historical preservation societies, art galleries and museums, zoos, botanical gardens, etc.

REFERENCE CARD 1

- I. Work-related Organizations -- Labor organizations, professional associations (lawyers, medical, engineers, etc.), Chambers of Commerce, industrial standard committees, etc.
  
- J. Political Organizations -- Political party clubs (Democratic, Republican, other).
  
- K. General Fund Raisers -- Rely heavily on volunteers in three major areas:
  - 1. Multipurpose Human Welfare Services -- Major fund raising campaigns by such as organizations as United Way, Catholic Charities, Protestant Welfare Agencies, United Jewish Appeal, etc.;
  - 2. Health -- Major fund-raising campaigns of the major health associations, such as the American Heart Association, American Cancer Society, Muscular Dystrophy, and March of Dimes; and
  - 3. Education -- Campaigns of such groups as the United Negro College Fund.
  
- L. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
  
- M. Informal-alone -- Help a sick or elderly neighbor or friend, baby-sit, etc., but not as part of an organized group.
  
- N. Other (Please Specify)

Basic Survey of Individual Giving and Volunteering

REFERENCE CARD 2

Type of Organization

Private Sector

1. For-Profit -- A for-profit organization provides a service to make a profit for its owner or stockholders, such as Humana hospital, Kiddy Day Care Center, etc.
2. Nonprofit, Religious -- A nonprofit, religious organization is run or sponsored by a religious group, for example all churches and synagogues, parochial schools, day care centers, orphanages, the Salvation Army, B'nai B'rith, etc.
3. Nonprofit, Nonsectarian -- A nonprofit, nonsectarian organization that provides a service for which all money goes into the organization's services, e.g., Red Cross, March of Dimes, Planned Parenthood, PTA, etc.

Government (Public Sector) -- Provides services funded by taxpayers.

4. Local, City, County -- Examples include elementary and secondary schools, family services, hospitals, parks, libraries, etc.
5. State -- Examples include state hospitals, institutions for the mentally retarded, employment services, colleges and universities, museums.
6. Federal, U.S. -- Examples include extension services, citizens committees, Vista, Peace Corps, V.A. hospitals, federal prisons.

Basic Survey of Individual Giving and Volunteering



REFERENCE CARD 3

First Learned About Volunteer Activity

1. Asked by someone.
2. Had a family member or a friend in the activity.  
or benefitting from the activity.
3. Through participation in an organization or group  
(including a religious group).
4. Saw an advertisement--radio, TV, or printed source.
5. Sought out activity on my own.
- 6 Other (Please Specify).
7. Don't know.

Basic Survey of Individual Giving and Volunteering

REFERENCE CARD 4

Fields of Giving

Fields

- A. Arts, Culture, and Humanities -- Includes architecture, design, performing arts, cultural/ethnic awareness groups, other cultural groups; historical preservation, arts and cultural societies, other humanistic societies, museums, art exhibits, operas, symphony orchestras, dance groups; photography; theater; and visual aids.
- B. Education/Instruction (formal and informal) -- Elementary, secondary or higher (public or private which may be church-affiliated or nonsectarian) education, libraries; research at educational institutions; adult education; informal education; educational fund drives for such educational associations as the United Negro College Fund, etc.
- C. Environment (including animals) -- Environmental quality protection, beautification; animal-related (exhibitions, public education, animal population control); protection and welfare; endangered species; humane societies, wildlife and wilderness; zoos, animal sanctuaries, and refuges.
- D. Health (including mental health)-- General and rehabilitation; health, including mental health and mental retardation and developmentally disabled; substance abuse; diseases (research and public education, etc.); hospitals, nursing homes, hospices, clinics, etc., crisis counseling, hotlines, etc.; fund drives of private health associations such as American Cancer Society, American Heart Association, March of Dimes, etc.
- E. Human Services -- Day care centers, foster care services, family counseling; consumer protection, legal aid; crime and delinquency prevention; public protection; employment/jobs; food, nutrition, housing/shelter; public safety, emergency preparedness and relief; recreation; leisure, sports, and athletics; Red Cross, YMCA, Junior League, and other similar multiservice organizations; United Way, Catholic Charities, Federation of Protestant Welfare Agencies, United Jewish Appeal, and other combined multipurpose charity drives.

Reference Card 4

- F. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
- G. Public/Society Benefit -- Civil rights, social action, advocacy (includes minority and women's equity issues); community improvement, community capacity planning; science; technology; technical assistance; voluntarism; philanthropy, charity (includes capacity building to increase giving, volunteering, and public education about needs of charities).
- H. Religion -- Religion-related/spiritual development. Includes giving to church, synagogues, monasteries, convents, seminaries, etc.; (but giving to church-affiliated schools offering broad educational curricula, nursing homes, Catholic charities, Jewish Federation, etc., should be placed under proper sections).
- I. Youth Development -- Includes Boy and Girl Scouts, Camp Fire groups, 4-H Clubs, and youth groups with religious affiliations, such as Catholic Youth Organizations, etc.
- J. Other -- (Please specify)

Basic Survey of Individual Giving and Volunteering

REFERENCE CARD 5

Reasons for Giving

1. A worthy cause/interest in the function of the charity helping my favorite groups.
2. Helps poor, needy, less fortunate.
3. Deductible from salary.
4. Close involvement, loyalty with the organization/personal experience.
5. Provides money for many causes.
6. Feel obligated/responsible.
7. Does good, reputable work/has quality programs
8. Spiritual reasons.
9. Death or illness of a relative or personal friend.
10. Has good organization, administration, control.
11. Involved in local community
12. Being asked/responded to appeal.
13. Family tradition to support charitable causes.
14. Other motives (Please Specify).

Basic Survey of Individual Giving and Volunteering

REFERENCE CARD 1-A

Areas of Volunteer Work

Areas

- M. Informal-alone -- Help a sick or elderly neighbor or friend, baby-sit, etc., but not as part of an organized group.
  
- L. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
  
- K. General Fund Raisers -- Rely heavily on volunteers in three major areas:
  - 1. Multipurpose Human Welfare Services -- Major fund raising campaigns by such as organizations as United Way, Catholic Charities, Protestant Welfare Agencies, United Jewish Appeal, etc.;
  - 2. Health -- Major fund-raising campaigns of the major health associations, such as the American Heart Association, American Cancer Society, Muscular Dystrophy, and March of Dimes; and
  - 3. Education -- Campaigns of such groups as the United Negro College Fund.
  
- J. Political Organizations -- Political party clubs (Democratic, Republican, other).
  
- I. Work-related Organizations -- Labor organizations, professional associations (lawyers, medical, engineers, etc.), Chambers of Commerce, industrial standard committees, etc.
  
- H. Arts, Culture, and Humanities -- Theaters, operas, symphony orchestras, dance groups, Public TV, historical preservation societies, art galleries and museums, zoos, botanical gardens,

REFERENCE CARD 1-A

- G. Recreation -- Little Leagues, membership clubs in such areas as swimming, boating, skiing, aviation, rifle, hunting, etc.
- F. Community Action -- Antipoverty boards, environmental, consumer organizations, advocacy organizations--nuclear freeze--save the whales, etc.
- E. Civic, Social, and Fraternal Associations -- Boy and Girl Scouts, 4-H Clubs and other youth development organizations, citizens' unions, Veterans' organizations and auxiliaries, animal humane societies, etc.
- D. Social Services and Welfare -- Community and neighborhood centers, senior citizens centers, meals on wheels, child day-care centers, job counseling and training, homes for the aged, destitute men and women, orphanages, legal aid societies and courts, Red Cross, Salvation Army, Goodwill Industries, Lighthouses for the Blind, Alcoholics Anonymous, etc.
- C. Religious Organizations -- Churches, temples, religious community centers, religious schools operated by religious organizations, convents, monasteries, Church World Service, missionary organizations, etc.
- B. Education -- Elementary and secondary schools, colleges and universities, libraries, information centers, and auxiliary organizations, such as PTA's and alumni groups.
- A. Health -- Hospitals, rescue squads, mental health clinics, blood donation stations, blood banks, nursing and personal care facilities, visiting nurse associations, crisis counseling, hot lines, etc.
- N. Other (Please Specify)

Basic Survey of Individual Giving and Volunteering

REFERENCE CARD 2-A

Type of Organization

Government (Public Sector) -- Provides services funded by taxpayers.

6. Federal, U.S. -- Examples include extension services, citizens committees, Vista, Peace Corps, V.A. hospitals, federal prisons.
5. State -- Examples include state hospitals, institutions for the mentally retarded, employment services, colleges and universities, museums.
4. Local, City, County -- Examples include elementary and secondary schools, family services, hospitals, parks, libraries, etc.

Private Sector

3. Nonprofit, Nonsectarian -- A nonprofit, nonsectarian organization that provides a service for which all money goes into the organization's services, e.g., Red Cross, March of Dimes, Planned Parenthood, PTA, etc.
2. Nonprofit, Religious -- A nonprofit, religious organization is run or sponsored by a religious group, for example all churches and synagogues, parochial schools, day care centers, orphanages, the Salvation Army, B'nai B'rith, etc.
1. For-Profit -- A for-profit organization provides a service to make a profit for its owner or stockholders, such as Humana hospital, Kiddy Day Care Center, etc.

REFERENCE CARD 3-A

First Learned About Volunteer Activity

5. Sought out activity on my own.
4. Saw an advertisement--radio, TV, or printed source.
3. Through participation in an organization or group (including a religious group).
2. Had a family member or a friend in the activity or benefitting from the activity.
1. Asked by someone.
- 6 Other (Please Specify).
7. Don't know.

Basic Survey of Individual Giving and Volunteering



REFERENCE CARD 4-A

Fields of Giving

Fields

- I. Youth Development -- Includes Boy and Girl Scouts, Camp Fire groups, 4-H Clubs, and youth groups with religious affiliations, such as Catholic Youth Organizations, etc.
  
- H. Religion -- Religion-related/spiritual development. Includes giving to church, synagogues, monasteries, convents, seminaries, etc.; (but giving to church-affiliated schools offering broad educational curricula, nursing homes, Catholic charities, Jewish Federation, etc., should be placed under proper sections).
  
- G. Public/Society Benefit -- Civil rights, social action, advocacy (includes minority and women's equity issues); community improvement, community capacity planning; science; technology; technical assistance; voluntarism; philanthropy, charity (includes capacity building to increase giving, volunteering, and public education about needs of charities).
  
- F. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
  
- E. Human Services -- Day care centers, foster care services, family counseling; consumer protection, legal aid; crime and delinquency prevention; public protection; employment/jobs; food, nutrition, housing/shelter; public safety, emergency preparedness and relief; recreation; leisure, sports, and athletics; Red Cross, YMCA, Junior League, and other similar multiservice organizations; United Way, Catholic Charities, Federation of Protestant Welfare Agencies, United Jewish Appeal, and other combined multipurpose charity drives.

REFERENCE CARD 4-A

- D. Health (including mental health)-- General and rehabilitation; health, including mental health and mental retardation and developmentally disabled; substance abuse; diseases (research and public education, etc.); hospitals, nursing homes, hospices, clinics, etc., crisis counseling, hotlines, etc.; fund drives of private health associations such as American Cancer Society, American Heart Association, March of Dimes, etc.
  
- C. Environment (including animals) -- Environmental quality protection, beautification; animal-related (exhibitions, public education, animal population control); protection and welfare; endangered species; humane societies, wildlife and wilderness; zoos, animal sanctuaries, and refuges.
  
- B. Education/Instruction (formal and informal) -- Elementary, secondary or higher (public or private which may be church-affiliated or nonsectarian) education, libraries; research at educational institutions; adult education; informal education; educational fund drives for such educational associations as the United Negro College Fund, etc.
  
- A. Arts, Culture, and Humanities -- Includes architecture, design, performing arts, cultural/ethnic awareness groups, other cultural groups; historical preservation, arts and cultural societies, other humanistic societies, museums, art exhibits, operas, symphony orchestras, dance groups; photography; theater; and visual aids.
  
- J. Other -- (Please specify)

Basic Survey of Individual Giving and Volunteering

REFERENCE CARD 5-A

Reasons for Giving

13. Family tradition to support charitable causes.
12. Being asked/responded to appeal.
11. Involved in local community.
10. Has good organization, administration, control.
9. Death or illness of a relative or personal friend.
8. Spiritual reasons.
7. Does good, reputable work/has quality programs
6. Feel obligated/responsible.
5. Provides money for many causes.
4. Close involvement, loyalty with the organization/personal experience.
3. Deductible from salary.
2. Helps poor, needy, less fortunate.
1. A worthy cause/interest in the function of the charity helping my favorite groups.
14. Other motives (Please Specify).

Basic Survey of Individual Giving and Volunteering

SURVEY OF GIVING AND VOLUNTEERING  
(Long Form)

**PART I - ATTITUDES TOWARD PHILANTHROPIC ISSUES**

1. I'd like to begin by asking you some questions about the role and responsibilities of government. Do you agree strongly, somewhat or do you disagree, strongly, somewhat or not sure?

	<u>Strongly</u> <u>agree</u>	<u>Somewhat</u> <u>agree</u>	<u>Strongly</u> <u>disagree</u>	<u>Somewhat</u> <u>disagree</u>	<u>Not</u> <u>sure</u>
A. The government has a basic responsibility to take care of people who can't take care of themselves.....	-1	-2	-3	-4	-5
B. The government should guarantee that every citizen has enough to eat and a place to live.....	-1	-2	-3	-4	-5
C. The government is spending too much money on programs to help the poor.....	-1	-2	-3	-4	-5
D. The government has no special responsibilities to spend money helping the poor in other countries.....	-1	-2	-3	-4	-5

2. Here are some questions about the responsibilities of individuals. Do you agree or disagree...

A. It is the responsibility of people to give what they can to charity.....	-1	-2	-3	-4	-5
B. Every person should volunteer some of his time to help people elsewhere.....	-1	-2	-3	-4	-5
C. It is better to help people you know in your own community than to help people elsewhere.....	-1	-2	-3	-4	-5
D. Americans--because they are so wealthy--have a special obligation to help the poor in other countries.....	-1	-2	-3	-4	-5

LONG QUESTIONNAIRE

3. Now I have a couple of questions about your economic situation. Some people only have enough income to pay for the basic necessities of life, while others have a lot more. Which of these statements best describes your own situations?

- (SKIP TO Q.5) - I have only enough money to pay for basic necessities..... -1
- I have only a small amount left over to spend on other things..... -2
- I have a moderate amount left over..... -3
- I have a lot left over..... -4
- (SKIP TO Q.5) - Not sure (VOLUNTEERED)..... -5

4. In thinking about how you spend your extra money, would you say that you frequently spend it on: (READ AND RECORD FOR EACH) (ROTATE ITEMS)

	Spend On	Do not Spend On	Not Sure
Saving and investing.....	-1	-2	-3
Taking trips and vacations.....	-1	-2	-3
Buying nice things for yourself or your residence.....	-1	-2	-3
Helping out your friends and relatives.....	-1	-2	-3

5. Do you ever worry about not having enough money in the future?

- Yes..... -1
- (SKIP TO Q.7) No..... -2
- Not sure..... -3

6. Would you say that you worry a lot, a moderate amount, or only a little about not having enough money?

- A lot ..... -1
- Moderate amount..... -2
- Only a little..... -3
- Not sure..... -4

**PART II - VOLUNTEERING**

(HAND CARD)

\*7. Listed on Reference Card 1 are examples of the many different areas in which people do volunteer activity. By volunteer activity I mean not just being a dues paying member of a nonprofit organization, but actually working in some way to help others for no monetary pay. In which, if any, of the areas listed on this card have you done some volunteer work in the past twelve months?

NOTE: Just read off the letter of each area. (RECORD BELOW UNDER Q. 7)

(IF "NONE," GO TO PART III - GIVING)

	Q. 7	Q. 8	Q. 9	Q. 10	Q. 11	Q. 12	Q. 13 (WRITE NUMBER OR IF
	Past twelve months						
		More Than One	Past Month Area	Hours	Past Week Area	Hours	Type
Area	One	One	Area	Hours	Area	Hours	Type
1. A( )Health	1( )	2( )	1( )	_____	1( )	_____	_____
2. B( )Education	1( )	2( )	2( )	_____	2( )	_____	_____
3. C( )Religious organizations	1( )	2( )	3( )	_____	3( )	_____	_____
4. D( )Social services and welfare	1( )	2( )	4( )	_____	4( )	_____	_____
5. E( )Civic, social, and fraternal associations	1( )	2( )	5( )	_____	5( )	_____	_____
6. F( )Community action	1( )	2( )	6( )	_____	6( )	_____	_____
7. G( )Recreation	1( )	2( )	7( )	_____	7( )	_____	_____
8. H( )Arts, culture, and humanities	1( )	2( )	8( )	_____	8( )	_____	_____
9. I( )Work-related organizations	1( )	2( )	9( )	_____	9( )	_____	_____
10. J( )Political organizations	1( )	2( )	10( )	_____	10( )	_____	_____
11. K( )General fund raisers	1( )	2( )	11( )	_____	11( )	_____	_____
11a. K1( ) Multi-purpose human welfare services	1( )	2( )	11a( )	_____	11a( )	_____	_____
11b. K2( ) Health	1( )	2( )	11b( )	_____	11b( )	_____	_____
11c. K3( ) Education	1( )	2( )	11c( )	_____	11c( )	_____	_____
12. L( )International/foreign	1( )	2( )	12( )	_____	12( )	_____	_____
13. M( )Informal-alone	1( )	2( )	13( )	_____	13( )	_____	_____
14. N( )Other _____	1( )	2( )	14( )	_____	14( )	_____	_____
	(PLEASE SPECIFY)						
15. O( )None of These - (GO TO PART III - GIVING)							

\* = Question should be repeated in each successive survey.

(RESPONDENT RETAINS HAND CARD 1)

NOTE: For each area checked in Q. 7, ask:

8. I see that in the past 12 months you did some volunteer work for (AREA IN Q. 7). Did you work for only one organization or more than one?

(REPEAT FOR EACH ITEM IN Q. 7) (RECORD ABOVE UNDER Q. 8)

Now let us talk about a shorter span of time--the past month:

- \*9. In which of these areas have you done some volunteer work in the past month?

(RECORD ABOVE UNDER Q. 9)

- \*10. I'd like your best estimate of the total number of hours you spent in the past month on each of the areas in which you have been a volunteer. First, how many hours did you spend in the past month working for (ASK ABOUT EACH UNDER Q. 9)? (RECORD ABOVE UNDER Q. 10)

- \*11. What about the past week? Have you done volunteer work for (EACH AREA MENTIONED IN Q. 9)? During the past seven days? (RECORD ABOVE UNDER Q. 11)

(IF 'YES'):

- \*12. During the past week, about how many hours would you say you worked for that group?

(RECORD ABOVE UNDER Q. 12)

(HAND CARD 2)

- \* 13. (FOR EACH AREA MENTIONED IN Q. 7), which one number on Reference Card 2 best describes how

it operates? If you can't tell me what type of organization it is, please tell me the full name of the organization or group. (RECORD ABOVE Q. 13) (FOR EACH AREA MENTIONED IN Q. 7, ASK QUESTIONS 14 AND 15)

(HAND CARD 3)

14. Now, I'd like to ask you a few questions about the kinds of volunteer activities you performed during the past month. (REFER BACK TO Q. 9.) Just call off the number or numbers on Reference Card 3, please.

\* = Question should be repeated in each successive survey.

15. What's your best estimate of the total number of hours you spent in the past month engaged in each of these types of volunteer work? (RECORD BELOW UNDER Q. 15)

14. Health	15. Hours	14. Education	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
14. Religious organizations	15. Hours	14. Social services and welfare	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
14. Civic, social and fraternal associations	15. Hours	14. Community action	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
14. Recreation	15. Hours	14. Arts, culture, and humanities	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
14. Work-related organizations	15. Hours	14. Political organizations	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



14. General fund raisers Multi-purpose human welfare services	15. Hours	14. General-fund raisers Health	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

14. General fund raisers Education	15. Hours	14. International/foreign (in U.S. and abroad)	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

14. Informal-alone	15. Hours	14. Other (PLEASE SPECIFY)	15. Hours
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Note: Now I'd like to ask you about the volunteer activity with which you are involved. (HAND CARD 4)

16. How did you first learn about the volunteer activity with which you are involved? (Just read off the number that applies from Reference Card 4.) (CHECK RESPONSE)

(Interviewer: Read areas of indicated volunteer activity in Q. 7.)

First Learned About Activity

Volunteer Activity Areas

- A( )Health
- B( )Education
- C( )Religious organizations
- D( )Social services and welfare
- E( )Civic, social, and fraternal associations
- F( )Community action
- G( )Recreation
- H( )Arts, culture, and humanities
- I( )Work-related organizations
- J( )Political organizations
- K( )General fund raisers
- L( )International/foreign (in U.S. and abroad)
- M( )Informal-alone
- N( )Other
- N( )
- N( )

- 1 Asked by someone
- 2 Had a family member or a friend
- 3 Through participating in an organization
- 4 Saw an ad .. radio, TV
- 5 Sought activity on own
- 6 Other
- 7 Don't know

17. For what reasons did you first become involved in such activities? (Just read off the number or numbers for the correct responses from Reference Card 5. (CHECK RESPONSE))

(Interviewer Read areas of indicated volunteer activity in Q. 7.)

Reasons First Become Involved in Volunteer Activities

- ( ) 1 Thought I would enjoy doing the work; I would like to help.
- ( ) 2 Wanted to learn and get experience; help others.
- ( ) 3 Had a child, relative, or friend who was involved in the activity or would benefit from it.
- ( ) 4 Religious concern.
- ( ) 5 Had a lot of free time.
- ( ) 6 Had an interest in the activity or work.
- ( ) 7 Thought my volunteer work would help keep taxes or other costs down.
- ( ) 8 Other (PLEASE SPECIFY)

Volunteer Activity Areas

- A( ) Health
- B( ) Education
- C( ) Religious organizations
- D( ) Social services and welfare
- E( ) Civic, social, and fraternal associations
- F( ) Community action
- G( ) Recreation
- H( ) Arts, culture, and humanities
- I( ) Work-related organizations
- J( ) Political organizations
- K( ) General fund raisers
- L( ) International/foreign (in U.S. and abroad)
- M( ) Informal-alone
- N( ) Other
- O( )

(HAND CARD 6)

18. For what reasons do you continue to volunteer in these activities? Just read off the number or numbers for the correct responses please on Reference Card 6.)

(CHECK RESPONSE)

- 1( ) Enjoy doing the volunteer work; feeling needed
- 2( ) Like doing something useful; helping others
- 3( ) Am getting job experience
- 4( ) Work helps child, relative, or friend
- 5( ) Religious concerns
- 6( ) Had a lot of free time
- 7( ) Am interested in the activity
- 8( ) Work helps keep taxes or other costs down
- 9( ) Other (PLEASE SPECIFY)
- 10( ) Don't Know

- \* 19. Compared with three years ago, would you say you spend more, fewer, or about the same number of hours on volunteer work now as you did three years ago? (CHECK RESPONSE)

- 1( ) More
- 2( ) Fewer
- 3( ) Same
- 4( ) Don't know

\* = Question should be repeated in each successive survey.

20. In the past has anyone asked you to do some volunteer work which you did not do?

1( ) Yes

2( ) No (SKIP TO Q. 22)

3( ) Don't know

21. For what reasons did you not do the volunteer work?

---

---

---

(PROBE): What else? \_\_\_\_\_

\*22. How long have you lived in the city or community in which you presently reside?

- Less than a year..... -1
- 1 - 2 years..... -2
- 3 - 5 years..... -3
- 6 - 9 years..... -4
- 10 - 14 years..... -5
- 15 years or more..... -6

23. How active or involved would you say you are in civic, social, and other charitable activities in your community or neighborhood? (READ LIST)

- Very active..... -1
- Fairly active..... -2
- Only somewhat active, or..... -3
- Not active at all..... -4
- Haven't lived there that long (VOLUNTEERED)..... -5
- Not sure/no answer..... -6

\* = question should be repeated in each successive survey.

(HAND CARD 7)

\*24. Listed on this card are examples of the many different fields in which people contribute money or other property for charitable purposes.

I mean people transferring money or property that is a voluntary contribution and not part of any specific transaction seeking material gain (profit), or the past, current, or future provision of goods and/or services to the donor commensurate with the gift. In which, if any, of the fields listed on this card have you contributed some money or other property to in the past twelve months?

Just read off the letter of each field. (RECORD BELOW UNDER Q. 24)

Q. 24 (WRITE NUMBER OR IF  Field	Q. 25		Q. 26			Q. 27	Q. 28		
	Number of Organizations		Past Twelve Months			Estimated dollars	Local dollars	National dollars	(TYPE IS UNKNOWN RECORD NAME OF ORGANIZATION)  Type
	More Than One	One	of which:						
1. A( )Arts, culture, and humanities	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
2. B( )Education/instruction (formal and informal)	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
3. C( )Environment (including animals)	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
4. D( )Health (including mental health)	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
5. E( )Human services	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
6. F( )International/foreign (in U.S. and abroad)	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
7. G( )Public/society benefit	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
8. H( )Religion	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
9. I( )Youth Development	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
10. J( )Other _____ (PLEASE SPECIFY)	1( )	2( )	\$ _____	\$ _____	\$ _____	_____	_____	_____	
11. K( )All	Not applicable		\$ _____	\$ _____	\$ _____	Not applicable			
12. L( )None of these - (SKIP TO Q. 32 and Q. 36)									

\* = Question should be repeated annually.

(RESPONDENT RETAINS CARD 7)

(FOR EACH CHECKED IN Q. 24, ASK):

- 25. I see you did contribute some money or other property to (FIELD IN Q. 24). Did you contribute only to one organization or more than one? (REPEAT FOR EACH ITEM IN Q. 24) (RECORD ABOVE UNDER Q. 25)

RESPONDENT RETAINS CARD 7

- \*26. Approximately how much money and/or the cash equivalent of property have you contributed in each of the fields listed above in the past twelve months?. (REPEAT FOR EACH ITEM CHECKED IN Q. 24) (RECORD ABOVE UNDER Q. 26) (Don't know - volunteered)
- \*27. Approximately how much of this went to local organizations (within town, city, state, and regional) as opposed to national organizations? (REPEAT FOR EACH ITEM CHECKED IN Q. 24) (RECORD ABOVE UNDER Q. 27)

(HAND CARD 2)

- \*28. (FOR EACH AREA MENTIONED IN Q. 24), which one number on this card best describes how it operates? If you can't tell me what type of organization it is, please tell me the full name and organization or group. (RECORD ABOVE UNDER Q. 28)

(If positive response to charitable contributions to religious organizations (Q. 24), follow with Q. 29, 30, and 31.) Otherwise, (SKIP TO Q. 32).

- 29. In making your contributions to a church, synagogue, or mosque, do you try to give a certain percentage of your income each year?  
 Yes..... -1  
 (SKIP TO Q. 32) No..... -2  
 No answer..... -3

(IF 'YES'):

- 30. What percentage is that?

\_\_\_\_\_  
(WRITE IN)

\* = Question should be repeated in each successive survey.

31. In making these contributions, do you try to give a fixed dollar amount each week--as in making a pledge--or do you decide what to give each time you attend religious services?

- Give fixed amount..... -1
- Do not give certain amount..... -2
- Mixed, both (VOLUNTEERED)..... -3
- No answer..... -4

(If negative response to charitable contributions to religious organizations.)

32. Do you intend to make charitable contributions to religious organizations in the future?

- Yes..... -1
- Probably not..... -2
- Not sure..... -2

(If positive response to charitable contributions to organizations other than religious ones (Q. 24), follow (Q. 33, 34 and 35.) Otherwise, (SKIP TO Q. 36).)

33. In making your charitable contributions to organizations other than religious ones that you mentioned earlier, do you try to give a certain percentage of your income each year?

- Yes..... -1
- No..... -2

(SKIP TO Q. 35)

- No answer..... -3

34. What percentage is that?

\_\_\_\_\_  
(WRITE IN)

35. In making these contributions, do you have some total amount which you feel you should give annually, or do you make decisions on each gift on its own merit?

- Have total amount..... -1
- Make decision on merit..... -2
- Mixed, both (VOLUNTEERED)..... -3
- No answer..... -4



(If negative response to charitable contributions to other than religious organizations.)

36. Do you intend to make charitable contributions to other than religious organizations (i.e., nonsectarian) in the future?

- Yes..... -1
- Probably not..... -2
- Not sure..... -3

(If no positive response to Q. 24, skip to Q. 45.)

\*37. Overall, is the amount of money you gave to charity in the past year about the same as you usually give--or was it a larger amount or a smaller amount?

- (SKIP TO Q. 38) About the same..... -1
- Larger..... -2
- Smaller..... -3
- (SKIP TO Q. 38) Not sure..... -4

a. Was there any particular reason you gave more money to charity in the past year?

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b. Was there any particular reason you gave less money to charity in the past year?

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\* 38. Compared with other people like yourself, do you think you are currently giving more, less, or about the same amount to charity?

- More..... -1
- Less..... -2
- About the same..... -3
- Not sure (volunteered).... -4

\* = Question should be repeated annually.



39. All in all, are you giving as much money to religious charities as you think you should be giving?

Yes..... -1  
 No..... -2  
 Not sure (VOLUNTEERED)..... -3

40. All in all, are you giving as much to other than religious charities as you think you should be giving?

Yes..... -1  
 No..... -2  
 Not sure (VOLUNTEERED)..... -3

41. Here are some reasons people give for not contributing more to charity. As I read them, please tell me which apply to you.

		Does	
		Not	Not
	Applies	Apply	Sure
Because I can't afford to give more.....	-1	-2	-3
Because I would rather spend my money in other ways.....	-1	-2	-3
Because I don't think there are any charities that deserve my support.....	-1	-2	-3
Because no one asked me to give.....	-1	-2	-3
Because I didn't get around to it.....	-1	-2	-3

**HAND CARD B)**

42. Listed on this card are the many different reasons people give to charity. What would you say were the reason or reasons you gave to: (Interviewer: Read field indicated in Q. 24.) (Just read off the number or numbers on the card that apply. (REPEAT FOR EACH APPROPRIATE FIELD.)

Fields

Reasons for Giving	( ) a	( ) b	( ) c	( ) d	( ) e	( ) f	( ) g	( ) h	( ) i	( ) j
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
14a										
14b										
14c										

(Interviewer go back and ask respondent for most important reason where more than one answer volunteered. The most important reason is to be indicated by circling the check mark in the appropriate cell.)

43. Do you give regularly--on a year-to-year basis--to charity in:

(Interviewer: REPEAT FOR EACH FIELD INDICATED IN Q. 42.)

Yes..... -1

No..... -2

44. How was it you came to give to: (REPEAT FOR EACH FIELD IN Q.42). Would you say that you volunteered to give on your own, responded to being asked by someone, responded to a letter or to an advertisement in the media, or what?

- Volunteered on own..... 1
- Responded to being asked..... 2
- Responded to a letter..... 3
- Responded to an advertisement..... 4
- Other (PLEASE SPECIFY)..... 5
- Not sure..... 6
- No answer/refused..... 7

\* 45. As you know, people are asked to give to charitable organizations through a variety of means--in letters, telephone calls, and so forth. Which of these approaches would you say you are most likely to respond to? On a scale of 1 to 5 where "5" means most likely and "1" means least likely--how would you rate: (READ AND RECORD FOR EACH ITEM)

(ROTATE LIST)

	Most Likely	-4	-3	-2	Least Likely	Not Sure Not Applicable
Receiving a letter asking you to give.....	-5	-4	-3	-2	-1	-0
Receiving a phone call asking you to give.....	-5	-4	-3	-2	-1	-0
Someone coming to the door asking you to give.....	-5	-4	-3	-2	-1	-0
Being asked at work to give.....	-5	-4	-3	-2	-1	-0
Being asked to give by someone you know well.....	-5	-4	-3	-2	-1	-0
Seeing a television commercial asking you to give.....	-5	-4	-3	-2	-1	-0
Reading a newspaper or magazine advertisement asking you to give.....	-5	-4	-3	-2	-1	-0
Being asked to give in a telethon or radiothon.....	-5	-4	-3	-2	-1	-0

\* - Question should be repeated in each successive survey.

---

**\*CLASSIFICATION DATA (ASK AT THE END OF THE INTERVIEW)**

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Now I have a few questions for classification purposes.

46. What is your marital status?

Married, spouse present.....	-1
Single/never married .....	2
Divorced/separated .....	3
Widowed.....	4

47. What is your age?

14 - 17 years.....	-1
18 - 20 years.....	-2
21 - 24 years.....	-3
25 - 29 years.....	-4
30 - 34 years.....	-5
35 - 39 years.....	-6
40 - 49 years.....	-7
50 - 64 years.....	-8
65 - 74 years.....	-9
75 years and over.....	-0

48. What is the last grade of school  
you completed?

8th grade or less.....	-1
Some high school.....	-2
High school graduate.....	-3
Some college.....	-4
2-year college graduate.....	-5
4-year college graduate.....	-6
Postgraduate study.....	-7

\* = Classification questions should be repeated  
in each successive survey.

49. What is your religion

- (SKIP TO Q. 51) Catholic..... -1  
(ASK Q. 50) Protestant..... -2
- (SKIP TO Q. 51) { Jewish..... -3  
Greek Orthodox..... -4  
Nondenominational.... -5
- (SKIP TO Q. 50) Christian  
(unspecified)..... -6
- Other: \_\_\_\_\_ -7  
(PLEASE SPECIFY)
- (SKIP TO Q. 51) None..... -8
- Refused..... -9

50. IF PROTESTANT/CHRISTIAN UNSPECIFIED:

What denomination is that?

- Adventist..... -1  
Baptist..... -2  
Congregationalist..... -3  
Episcopalian..... -4
- Lutheran..... -5  
Methodist..... -6  
Mormon..... -7
- Pentacostal..... -8  
Presbyterian..... -9  
Unitarian..... -0  
United Church of Christ..... -x
- Other: \_\_\_\_\_ -y  
(PLEASE SPECIFY)
- None..... -1

51. How important would you say religion  
is in your life? Would you say:  
**(READ LIST)**

- It is very important..... -1
- Fairly important, or..... -2
- Not very important..... -3
- Not sure **(DON'T READ)**..... -4
- No answer..... -5

52. Do you attend church or synagogue  
services? **(READ LIST)**

- Every week or nearly  
every week..... -1
- Once or twice a month..... -2
- Only a few times a year, or... -3
- Never at all..... -4

53. How many people, including yourself and all children, live in this household?

- (SKIP TO Q. 54) - One..... -1  
 Two..... -2  
 Three..... -3  
 Four..... -4  
 Five..... -5  
 Six or more... -6

54. How many of these people are children under 18 years of age?

- None..... -1  
 One..... -2  
 Two..... -3  
 Three..... -4  
 Four..... -5  
 Five..... -6  
 Six or more... -7

55. What is your occupation?

\_\_\_\_\_  
 (WRITE IN--DO NOT CHECK LIST)

Professional/technical (doctors, lawyers, teachers, clergy, veterinarians, psychologists, scientists, journalists, writers, laboratory technicians, researchers, airline pilots, athletes, computer programmers, artists, social workers, etc.)..... -1

Business managers/administrators  
 Owns business, has managerial position in a business..... -2

56. IF "MARRIED" (FROM Q. 46), ASK:

What is your spouse's occupation?

\_\_\_\_\_  
 (WRITE IN--DO NOT CHECK LIST)

Professional/technical doctors, lawyers, teachers, clergy, veterinarians, psychologists, scientists, journalists, writers, laboratory technicians, researchers, airline pilots, athletes, computer programmers, artists, social workers, etc.)..... -1

Business managers/administrators  
 Owns business, has managerial position in a business..... -2



Service worker (government employees, police/fire persons, nurses and health workers, postal workers, members of military, etc.)..... -3

Clerical and sales (secretaries, typists, clerks, word processors, bookkeepers, cashiers, check-out persons, salespersons, etc.)..... -4

Skilled workers (carpenters, electricians, machinists, mechanics, factory foreman or supervisor, union officials, masons, shoemakers, bus drivers, locksmiths, painters, etc.)..... -5

Unskilled workers (factory workers, waiters/waitresses, guards, security workers, janitors, toll booth collectors, etc.)..... -6

Farmers (farm owners, workers..... -7  
Other..... -8

Housewife..... -9

Retired..... -0

Unemployed, not working..... -x

Student..... -y

Disabled..... -1

No answer..... -2

Service worker (government employees, police/fire persons, nurses and health workers, postal workers, members of military, etc.)..... -3

Clerical and sales (secretaries, typists, clerks, word processors, bookkeepers, cashiers, check-out persons, salespersons, etc.)..... -4

Skilled workers (carpenters, electricians, machinists, mechanics, factory foreman or supervisor, union officials, masons, shoemakers, bus drivers, locksmiths, painters, etc.)..... -5

Unskilled workers (factory workers, waiters/waitresses, guards, security workers, janitors, toll booth collectors, etc.)..... -6

Farmers (farm owners, workers..... -7  
Other..... -8

Housewife..... -9

Retired..... -0

Unemployed, not working..... -x

Student..... -y

Disabled..... -1

No answer..... -2

57. Are you white, black, or native American Indian?

- White..... -1
- Black..... -2
- Native American... -3
- Other..... -4
- No answer..... -5

58. Are you of Hispanic origin?

Yes \_\_\_ No \_\_\_

59. Is your total family income before taxes: (READ LIST)

- (ASK Q. 60) - Less than \$20,000.... -1
- (SKIP TO Q. 61) - \$20,000 or more..... -2

60. Is your total family income: (READ LIST)

- Under \$10,000..... -1
  - Between \$10,000 and \$15,000.... -2
  - \$15,000 or more..... -3
- (SKIP TO Q. 63)

61. Is your total family income: (READ LIST)

- (SKIP TO Q. 63) { Under \$25,000..... -1
  - Between \$25,000
  - and \$30,000..... -2
  - \$30,000 or more..... -3
- (If \$30,00 or more,  
ask Q. 62.)

62. What, approximately, is your family income? Is it: (READ LIST)

- \$30,000 - \$34,999..... -1
- \$35,000 - \$39,999..... -2
- \$40,000 - \$44,999..... -3
- \$45,000 - \$49,000..... -4
- \$50,000 - \$59,000..... -5
- \$60,000 - \$74,999..... -6
- \$75,000 - \$99,999..... -7
- \$100,000 or more..... -8

63. RECORD, DO NOT ASK:

Sex

- Male..... -1
- Female..... -2

REFERENCE CARD 1

Areas of Volunteer Work

Areas

- A. Health -- Hospitals, rescue squads, mental health clinics, blood donation stations, blood banks, nursing and personal care facilities, visiting nurse associations, crisis counseling, hot lines, etc.
- B. Education -- Elementary and secondary schools, colleges and universities, libraries, information centers, and auxiliary organizations, such as PTA's and alumni groups.
- C. Religious Organizations -- Churches, temples, religious community centers, religious schools operated by religious organizations, convents, monasteries, Church World Service, missionary organizations, etc.
- D. Social Services and Welfare -- Community and neighborhood centers, senior citizens centers, meals on wheels, child day-care centers, job counseling and training, homes for the aged, destitute men and women, orphanages, legal aid societies and courts, Red Cross, Salvation Army, Goodwill Industries, Lighthouses for the Blind, Alcoholics Anonymous, etc.
- E. Civic, Social, and Fraternal Associations -- Boy and Girl Scouts, 4-H Clubs and other youth development organizations, citizens' unions, Veterans' organizations and auxiliaries, animal humane societies, etc.
- F. Community Action -- Antipoverty boards, environmental, consumer organizations, advocacy organizations--nuclear freeze--save the whales, etc.
- G. Recreation -- Little Leagues, membership clubs in such areas as swimming, boating, skiing, aviation, rifle, hunting, etc.
- H. Arts, Culture, and Humanities -- Theaters, operas, symphony orchestras, dance groups, Public TV, historical preservation societies, art galleries and museums, zoos, botanical gardens, etc.

REFERENCE CARD 1

- I. Work-related Organizations -- Labor organizations, professional associations (lawyers, medical, engineers, etc.), Chambers of Commerce, industrial standard committees, etc.
- J. Political Organizations -- Political party clubs (Democratic, Republican, other).
- K. General Fund Raisers -- Rely heavily on volunteers in three major areas:
  - 1. Multipurpose Human Welfare Services -- Major fund raising campaigns by such as organizations as United Way, Catholic Charities, Protestant Welfare Agencies, United Jewish Appeal, etc.;
  - 2. Health -- Major fund-raising campaigns of the major health associations, such as the American Heart Association, American Cancer Society, Muscular Dystrophy, and March of Dimes; and
  - 3. Education -- Campaigns of such groups as the United Negro College Fund.
- L. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
- M. Informal-alone -- Help a sick or elderly neighbor or friend, baby-sit, etc., but not as part of an organized group.
- N. Other (Please Specify)

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 2

Type of Organization

Private Sector

1. For-Profit -- A for-profit organization provides a service to make a profit for its owner or stockholders, such as Humana hospital, Kiddy Day Care Center, etc.
2. Nonprofit, Religious -- A nonprofit, religious organization is run or sponsored by a religious group, for example all churches and synagogues, parochial schools, day care centers, orphanages, the Salvation Army, B'nai B'rith, etc.
3. Nonprofit, Nonsectarian -- A nonprofit, nonsectarian organization that provides a service for which all money goes into the organization's services, e.g., Red Cross, March of Dimes, Planned Parenthood, PTA, etc.

Government (Public Sector) -- Provides services funded by taxpayers.

4. Local, City, County -- Examples include elementary and secondary schools, family services, hospitals, parks, libraries, etc.
5. State -- Examples include state hospitals, institutions for the mentally retarded, employment services, colleges and universities, museums.
6. Federal, U.S. -- Examples include extension services, citizens committees, Vista, Peace Corps, V.A. hospitals, federal prisons.

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 3

Kinds of Volunteer Activities

1. Organization Officers
2. Office Personnel/Office Work
3. Driver
4. Fund Raising for Local Organization
5. Blood Banks/Blood Donation Stations
6. Aide/Assistant to Paid Employees, e.g.,  
for Community Health, Candy Striper,  
Teachers' Aide/School Aide
7. Nursing Homes
8. Visiting Nurse Associations
9. Rescue Squad Volunteers
10. Teacher/Tutor
11. Librarian/Aide
12. Den Mother, Scout Leader
13. Coach/Director
14. Lunchroom Monitor
15. Deacon/Deaconess
16. Sunday School/Bible Teachers
17. Aides To Clergy
18. Parish Visitors/Missionaries
19. Church Ushers
20. Choir Members/Directors
21. Community Coordinators
22. Social Service Counselor
23. Civic/Social Group Spokesperson
24. Committee Member
25. Answer Telephone Or Make  
Telephone Calls
26. Legal Aid Representatives
27. Recreational Activity Leaders
28. Performers
29. Theater/Stage Technicians
30. Ushers/Guides
31. Curator/Director
32. Meeting/Convention Planners
33. Party Officials
34. Unpaid Office Holders
35. Campaign Workers
36. Poll Takers
37. Election Day Workers
38. Assisting The Elderly/Handicapped/  
Social Service Recipients  
(Not As Part Of An Organization Or  
Group)
39. Baby-sitting (Not As Part Of An  
Organization Or Group)
40. Other \_\_\_\_\_

(SPECIFY)

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 4

First Learned About Volunteer Activity

1. Asked by someone.
2. Had a family member or a friend in the activity.  
or benefitting from the activity.
3. Through participation in an organization or group  
(including a religious group).
4. Saw an advertisement--radio, TV, or printed source.
5. Sought out activity on my own.
- 6 Other (Please Specify).
7. Don't know.

Survey of Individual Giving and Volunteering, Long Form



REFERENCE CARD 5

Reasons First Become Involved in Volunteer Activities

1. Thought I would enjoy doing the work; feel needed.
2. Wanted to do something useful; help others;  
do good deeds for others.
3. Wanted to learn and get experience; work experience;  
help get a job.
4. Had a child, relative, or friend who was involved  
in the activity or would benefit from it.
5. Religious concerns.
6. Had a lot of free time.
7. Had an interest in the activity or work.
8. Thought my volunteer work would help keep taxes  
or other costs down.
9. Other (PLEASE SPECIFY)

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 6

Reasons for Continuing Volunteer Activities

1. Enjoy doing the volunteer work; feeling needed.
2. Like doing something useful; helping others.
3. Am getting job experience.
4. Work helps child, relative, or friend.
5. Religious concerns.
6. Have a lot of free time.
7. Am interested in the activity.
8. Work helps keep taxes or other costs down.
9. Other (PLEASE SPECIFY)

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 7

Fields of Giving

Fields

- A. Arts, Culture, and Humanities -- Includes architecture, design, performing arts, cultural/ethnic awareness groups, other cultural groups; historical preservation, arts and cultural societies, other humanistic societies, museums, art exhibits, operas, symphony orchestras, dance groups; photography; theater; and visual aids.
- B. Education/Instruction (formal and informal) -- Elementary, secondary or higher (public or private which may be church-affiliated or nonsectarian) education, libraries; research at educational institutions; adult education; informal education; educational fund drives for such educational associations as the United Negro College Fund, etc.
- C. Environment (including animals) -- Environmental quality protection, beautification; animal-related (exhibitions, public education, animal population control); protection and welfare; endangered species; humane societies, wildlife and wilderness; zoos, animal sanctuaries, and refuges.
- D. Health (including mental health) -- General and rehabilitation; health, including mental health and mental retardation and developmentally disabled; substance abuse; diseases (research and public education, etc.); hospitals, nursing homes, hospices, clinics, etc., crisis counseling, hotlines, etc.; fund drives of private health associations such as American Cancer Society, American Heart Association, March of Dimes, etc.
- E. Human Services -- Day care centers, foster care services, family counseling; consumer protection, legal aid; crime and delinquency prevention; public protection; employment/jobs; food, nutrition, housing/shelter; public safety, emergency preparedness and relief; recreation; leisure, sports, and athletics; Red Cross, YMCA, Junior League, and other similar multiservice organizations; United Way, Catholic Charities, Federation of Protestant Welfare Agencies, United Jewish Appeal, and other combined multipurpose charity drives.

REFERENCE CARD 7

- F. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
- G. Public/Society Benefit -- Civil rights, social action, advocacy (includes minority and women's equity issues); community improvement, community capacity planning; science; technology; technical assistance; voluntarism; philanthropy, charity (includes capacity building to increase giving, volunteering, and public education about needs of charities).
- H. Religion -- Religion-related/spiritual development. Includes giving to church, synagogues, monasteries, convents, seminaries, etc.; (but giving to church-affiliated schools offering broad educational curricula, nursing homes, Catholic charities, Jewish Federation, etc., should be placed under proper sections).
- I. Youth Development -- Includes Boy and Girl Scouts, Camp Fire groups, 4-H Clubs, and youth groups with religious affiliations, such as Catholic Youth Organizations, etc.
- J. Other -- (Please specify)

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REFERENCE CARD 8

Reasons for Giving

1. A worthy cause/interest in the function of the charity helping my favorite groups.
2. Helps poor, needy, less fortunate.
3. Deductible from salary.
4. Close involvement, loyalty with the organization/personal experience.
5. Provides money for many causes.
6. Feel obligated/responsible.
7. Does good, reputable work/has quality programs
8. Spiritual reasons.
9. Death or illness of a relative or personal friend.
10. Has good organization, administration, control.
11. Involved in local community.
12. Being asked/responded to appeal.
13. Family tradition to support charitable causes.
14. Other motives (Please Specify).

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 1-A

Areas of Volunteer Work

Areas

- M. Informal-alone -- Help a sick or elderly neighbor or friend, baby-sit, etc., but not as part of an organized group.
- L. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
- K. General Fund Raisers -- Rely heavily on volunteers in three major areas:
1. Multipurpose Human Welfare Services -- Major fund raising campaigns by such as organizations as United Way, Catholic Charities, Protestant Welfare Agencies, United Jewish Appeal, etc.;
  2. Health -- Major fund-raising campaigns of the major health associations, such as the American Heart Association, American Cancer Society, Muscular Dystrophy, and March of Dimes; and
  3. Education -- Campaigns of such groups as the United Negro College Fund.
- J. Political Organizations -- Political party clubs (Democratic, Republican, other).
- I. Work-related Organizations -- Labor organizations, professional associations (lawyers, medical, engineers, etc.), Chambers of Commerce, industrial standard committees, etc.
- H. Arts, Culture, and Humanities -- Theaters, operas, symphony orchestras, dance groups, Public TV, historical preservation societies, art galleries and museums, zoos, botanical gardens, etc.

REFERENCE CARD 1-A

- G. Recreation -- Little Leagues, membership clubs in such areas as swimming, boating, skiing, aviation, rifle, hunting, etc.
- F. Community Action -- Antipoverty boards, environmental, consumer organizations, advocacy organizations--nuclear freeze--save the whales, etc.
- E. Civic, Social, and Fraternal Associations -- Boy and Girl Scouts, 4-H Clubs and other youth development organizations, citizens' unions, Veterans' organizations and auxiliaries, animal humane societies, etc.
- D. Social Services and Welfare -- Community and neighborhood centers, senior citizens centers, meals on wheels, child day-care centers, job counseling and training, homes for the aged, destitute men and women, orphanages, legal aid societies and courts, Red Cross, Salvation Army, Goodwill Industries, Lighthouses for the Blind, Alcoholics Anonymous, etc.
- C. Religious Organizations -- Churches, temples, religious community centers, religious schools operated by religious organizations, convents, monasteries, Church World Service, missionary organizations, etc.
- B. Education -- Elementary and secondary schools, colleges and universities, libraries, information centers, and auxiliary organizations, such as PTA's and alumni groups.
- A. Health -- Hospitals, rescue squads, mental health clinics, blood donation stations, blood banks, nursing and personal care facilities, visiting nurse associations, crisis counseling, hot lines, etc.
- N. Other (Please Specify)

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 2-A

Type of Organization

Government (Public Sector) -- Provides services funded by taxpayers.

6. Federal, U.S. -- Examples include extension services, citizens committees, Vista, Peace Corps, V.A. hospitals, federal prisons.
5. State -- Examples include state hospitals, institutions for the mentally retarded, employment services, colleges and universities, museums.
4. Local, City, County -- Examples include elementary and secondary schools, family services, hospitals, parks, libraries, etc.

Private Sector

3. Nonprofit, Nonsectarian -- A nonprofit, nonsectarian organization that provides a service for which all money goes into the organization's services, e.g., Red Cross, March of Dimes, Planned Parenthood, PTA, etc.
2. Nonprofit, Religious -- A nonprofit, religious organization is run or sponsored by a religious group, for example all churches and synagogues, parochial schools, day care centers, orphanages, the Salvation Army, B'nai B'rith, etc.
1. For-Profit -- A for-profit organization provides a service to make a profit for its owner or stockholders, such as Humana hospital, Kiddy Day Care Center, etc.

Survey of Individual Giving and Volunteering, Long Form



REFERENCE CARD 3-A

Kinds of Volunteer Activities

- |   |  |
|---|--|
| 39. Baby-sitting (Not As Part Of An Organization Or Group)  | 20. Choir Members/Directors  |
| 38. Assisting The Elderly/Handicapped/Social Service Recipients (Not As Part Of An Organization Or Group) | 19. Church Ushers  |
| 37. Election Day Workers  | 18. Parish Visitors/Missionaries   |
| 36. Poll Takers   | 17. Aides To Clergy  |
| 35. Campaign Workers  | 16. Sunday School/Bible Teachers   |
| 34. Unpaid Office Holders   | 15. Deacon/Deaconess   |
| 33. Party Officials   | 14. Lunchroom Monitor  |
| 32. Meeting/Convention Planners   | 13. Coach/Director   |
| 31. Curator/Director  | 12. Den Mother, Scout Leader   |
| 30. Ushers/Guides   | 11. Librarian/Aide   |
| 29. Theater/Stage Technicians   | 10. Teacher/Tutor  |
| 28. Performers  | 9. Rescue Squad Volunteers   |
| 27. Recreational Activity Leaders   | 8. Visiting Nurse Associations   |
| 26. Legal Aid Representatives   | 7. Nursing Homes   |
| 25. Answer Telephone Or Make Telephone Calls  | 6. Aide/Assistant To Paid Employees, e.g., For Community Health, Candy Striper, Teachers' Aide/School Aide |
| 24. Committee Member  | 5. Blood Banks/Blood Donation Stations   |
| 23. Civic/Social Group Spokesperson   | 4. Fund Raising For Local Organization   |
| 22. Social Service Counselor  | 3. Driver  |
| 21. Community Coordinators  | 2. Office Personnel/Office Work  |
|   | 1. Organization Officers   |
|   | 40. Other  |

(SPECIFY)

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REFERENCE CARD 4-A

First Learned About Volunteer Activity

5. Sought out activity on my own.
4. Saw an advertisement--radio, TV, or printed source.
3. Through participation in an organization or group (including a religious group).
2. Had a family member or a friend in the activity\_\_ or benefitting from the activity.
1. Asked by someone.
6. Other (Please Specify).
7. Don't know.

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 5-A

Reasons First Became Involved  
in the Volunteer Activity

8. Thought my volunteer work would help keep taxes  
or other costs down.
7. Had an interest in the activity or work.
6. Had a lot of free time.
5. Religious concerns.
4. Had a child, relative, or friend who was involved  
in the activity or would benefit from it.
3. Wanted to learn and get experience; work experience;  
help get a job.
2. Wanted to do something useful; help others;  
do good deeds for others.
1. Thought I would enjoy doing the work; feel needed.
9. Other (PLEASE SPECIFY)

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 6-A

Reasons for Continuing Volunteer Activity

8. Work helps keep taxes or other costs down.
7. Am interested in the activity.
6. Have a lot of free time.
5. Religious concerns.
4. Work helps child; relative, or friend.
3. Am getting job experience.
2. Like doing something useful; helping others.
1. Enjoy doing the volunteer work; feeling needed.
9. Other (PLEASE SPECIFY)

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REFERENCE CARD 7-A

Fields of Giving

Fields

- I. Youth Development -- Includes Boy and Girl Scouts, Camp Fire groups, 4-H Clubs, and youth groups with religious affiliations, such as Catholic Youth Organizations, etc.
  
- H. Religion -- Religion-related/spiritual development. Includes giving to church, synagogues, monasteries, convents, seminaries, etc.; (but giving to church-affiliated schools offering broad educational curricula, nursing homes, Catholic charities, Jewish Federation, etc., should be placed under proper sections).
  
- G. Public/Society Benefit -- Civil rights, social action, advocacy (includes minority and women's equity issues); community improvement, community capacity planning; science; technology; technical assistance; voluntarism; philanthropy, charity (includes capacity building to increase giving, volunteering, and public education about needs of charities).
  
- F. International/Foreign (in U.S. and Abroad) -- Includes education; health; peace or security; refugees-related; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.
  
- E. Human Services -- Day care centers, foster care services, family counseling; consumer protection, legal aid; crime and delinquency prevention; public protection; employment/jobs; food, nutrition, housing/shelter; public safety, emergency preparedness and relief; recreation; leisure, sports, and athletics; Red Cross, YMCA, Junior League, and other similar multiservice organizations; United Way, Catholic Charities, Federation of Protestant Welfare Agencies, United Jewish Appeal, and other combined multipurpose charity drives.

REFERENCE CARD 7-A

- D. Health (including mental health)-- General and rehabilitation; health, including mental health and mental retardation and developmentally disabled; substance abuse; diseases (research and public education, etc.); hospitals, nursing homes, hospices, clinics, etc., crisis counseling, hotlines, etc.; fund drives of private health associations such as American Cancer Society, American Heart Association, March of Dimes, etc.
- C. Environment (including animals) -- Environmental quality protection, beautification; animal-related (exhibitions, public education, animal population control); protection and welfare; endangered species; humane societies, wildlife and wilderness; zoos, animal sanctuaries, and refuges.
- B. Education/Instruction (formal and informal) -- Elementary, secondary or higher (public or private which may be church-affiliated or nonsectarian) education, libraries; research at educational institutions; adult education; informal education; educational fund drives for such educational associations as the United Negro College Fund, etc.
- A. Arts, Culture, and Humanities -- Includes architecture, design, performing arts, cultural/ethnic awareness groups, other cultural groups; historical preservation, arts and cultural societies, other humanistic societies, museums, art exhibits, operas, symphony orchestras, dance groups; photography; theater; and visual aids.
- J. Other -- (Please specify)

Survey of Individual Giving and Volunteering, Long Form

REFERENCE CARD 8-A

Reasons for Giving

13. Family tradition to support charitable causes.
12. Being asked/responded to appeal.
11. Involved in local community.
10. Has good organization, administration, control.
9. Death or illness of a relative or personal friend.
8. Spiritual reasons.
7. Does good, reputable work/has quality programs
6. Feel obligated/responsible.
5. Provides money for many causes.
4. Close involvement, loyalty with the organization/personal experience.
3. Deductible from salary.
2. Helps poor, needy, less fortunate.
1. A worthy cause/interest in the function of the charity helping my favorite groups.
14. Other motives (Please Specify).

Survey of Individual Giving and Volunteering, Long Form

Organizations are encouraged to reprint all or part of this booklet for further distribution.

Copies of "Daring Goals for a Caring Society," the INDEPENDENT SECTOR booklet outlining the rationale for and the objectives of the national Measurable Growth Campaign, may be obtained from INDEPENDENT SECTOR, Department Q, 1828 L Street, N.W., Washington, D.C. 20036. Single copies are available for \$5.00 (all orders prepaid, please). Bulk orders receive a considerable discount.





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